
Sent: 5/24/2023 2:01:03 PM
To: Ellis, Nicole [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c6b1718d5b674bee8b5a93675aa46f54-Nicole.Elli]
CC: Witters, Alicia [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=5901a9f9d0c34942bea0bd09734e732b-ALW]
Subject: RE: Agenda for tomorrow's Strategic Communications Council Monthly Meeting
Attachments: Comms Council Meeting 5-23-23.pptx

Hi Nicole,

We'll add Alicia to the Comms Council distribution as an alternative member representing CDRH when you are unavailable to attend.

Here's what OMB provided as a talking point on this issue: *The precise impact on specific federal programs depend on many uncertain factors.*

From: Ellis, Nicole <Nicole.Ellis@fda.hhs.gov>
Sent: Wednesday, May 24, 2023 11:00 AM
To: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Cc: Witters, Alicia <Alicia.Witters@fda.hhs.gov>
Subject: RE: Agenda for tomorrow's Strategic Communications Council Monthly Meeting

Hi Heidi – Is there a PPT from yesterday's meeting? Anna gave me a brief update the other day, but I'm especially interested in getting more info on the Rumor Control page and how OEA will work with the Centers on identifying topics. I'm also happy to connect directly with Bessy.

Also, would you mind adding Alicia to the recurring meeting invite? She did not receive the new invite so didn't know about yesterday's meeting so apologies there was no CDRH participation.

Lastly, we were curious if there will be any agency-level communications about the potential default and how that would/wouldn't impact FDA? There seems to be a lot of confusion internally and we were wondering if there will be any messages of reassurance that we could amplify in CDRH?

Thanks,
Nicole

Nicole Ellis (*she/her/hers*)
Associate Director of Strategic Communications

Center for Devices and Radiological Health
Office of the Center Director
U.S. Food and Drug Administration
Nicole.Ellis@fda.hhs.gov



Excellent customer service is important to us. Please take a moment to provide feedback regarding the customer service you have received: <https://www.research.net/s/cdrhcustomerservice?ID=2000&S=E>.

From: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Sent: Monday, May 22, 2023 6:46 PM
To: Michaud, Caleb <Caleb.Michaud@fda.hhs.gov>; Crosby, Kathleen <Kathleen.Crosby@fda.hhs.gov>; Wyllie, James-Denton <James-Denton.Wyllie@fda.hhs.gov>; McNeill, Lorrie <Lorrie.McNeill@fda.hhs.gov>; Dooren, Jennifer

<Jennifer.Dooren@fda.hhs.gov>; DeLancey, Siobhan <Siobhan.Delancey@fda.hhs.gov>; Vyas, Tonya J
<Tonya.Vyas@fda.hhs.gov>; Ellis, Nicole <Nicole.Ellis@fda.hhs.gov>

Cc: Wasserman, Jill <Jill.Wasserman@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna
<Anna.Staton@fda.hhs.gov>; Dillard, Marcheale <Marchele.Dillard@fda.hhs.gov>

Subject: Agenda for tomorrow's Strategic Communications Council Monthly Meeting

Good evening,

Sharing the agenda for our next meeting of the Strategic Communications Council (5/23, 2 p.m.). Looking forward to connecting tomorrow!

Best, Heidi

Strategic Communications Council Meeting

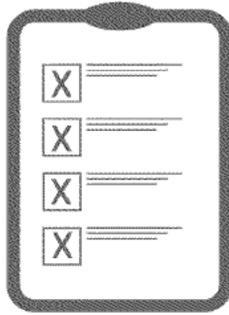


May 23, 2023



Introductory Remarks & Review of Agenda
(Heidi Rebello, OEA, 2 minutes)

Agenda



- **Introductory Remarks & Agenda Review**
(Heidi Rebello, OEA, 2 minutes)
- **Update on Human Food Program**
(Heidi Rebello, 10 minutes)
- **Update on Rumor Control Webpage**
(Bessy Guevara, 15 minutes)
- **Three (3)-month Lookahead**
(All, 15 minutes)
- **Closing Remarks**
(Heidi Rebello, 2 minutes)
- **Adjourn**

(15 secs)



Update on Human Foods Program
(Heidi Rebello, 10 minutes)



Update on Rumor Control Webpage
(Bessy Guevara, 15 minutes)

Rumor Control

Rumor Control page on fda.gov

Published on August 5, 2022

Relaunch addresses:

- Need for more plain language content
- Need more multilanguage information
- Include date of publication to authenticate and ensure quality of information
- Addresses pages dense with text
- Improves the ease of navigation

IN THIS SECTION: News & Events

← News & Events

Rumor Control

Facebook | YouTube | LinkedIn | Email | RSS

Spanish

The growing spread of rumors, misinformation and disinformation about science, medicine, and the FDA, is putting patients and consumers at risk. We're here to provide the facts.

Help stop rumors from spreading by doing three easy things:

1. Don't believe the rumors.
2. Don't pass them along.
3. Get health information from trusted sources like the FDA and our government partners, such as [usa.gov/health](https://www.usa.gov/health), [coronavirus.gov](https://www.coronavirus.gov), and [vaccines.gov](https://www.vaccines.gov).

6

(15 secs)

Rumor Control

Rumor Control page on [fda.gov](https://www.fda.gov)
Relaunched May 16, 2023

FDA



7

(15 secs)

Three (3)-month Lookahead
(All, 15 minutes)

Closing Remarks

(Heidi Rebello, 2 minutes)



From: Saunders, Shelisha [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BEF2B83443674D87A7E9F87B51654683-SHELISHA.SA]
Sent: 6/14/2022 10:58:46 AM
To: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]
Subject: RE: Action required: submit your budget items for mis/disinfo. today

ok

From: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Sent: Tuesday, June 14, 2022 10:48 AM
To: Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>
Subject: RE: Action required: submit your budget items for mis/disinfo. today

Let's add this to our convo with Erica to confirm that we will reallocate.

From: Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>
Sent: Wednesday, June 8, 2022 10:31 AM
To: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Cc: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Streeter, Candice <Candice.Streeter@fda.hhs.gov>
Subject: RE: Action required: submit your budget items for mis/disinfo. today

We used 10k towards Sprout, which leaves us the 40k.

From: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Sent: Wednesday, June 8, 2022 10:17 AM
To: Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Cc: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Streeter, Candice <Candice.Streeter@fda.hhs.gov>
Subject: RE: Action required: submit your budget items for mis/disinfo. today

We're spending part of that money with the mod for Sprout contact, correct (Chris/Brad)—how much is that and how much remains?

Sandy, are you certain you don't need funds around the education campaign that will launch in the fall?

From: Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>
Sent: Wednesday, June 8, 2022 10:14 AM
To: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Cc: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Streeter, Candice <Candice.Streeter@fda.hhs.gov>
Subject: RE: Action required: submit your budget items for mis/disinfo. today

Good morning,

We still have 40k available for this effort. Please let us know if there is plan to obligate these funds are we are moving towards closing out the FY22 budget. If we can get this information by early next week that will be great.

Thanks,
Shelisha

From: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Sent: Monday, May 9, 2022 1:42 PM
To: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Cc: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>; Streeter, Candice <Candice.Streeter@fda.hhs.gov>
Subject: RE: Action required: submit your budget items for mis/disinfo. today

Hi Heidi,

We put in for potential "misinformation campaign" AV/Creative funds in the request for surplus budget ideas back in April when surplus spending ideas were requested by OEA. As you know, we're still in limbo working on some of the hiring planning and tactics for creative needs. So until that gets a little further, we won't know if we need money for AV/creative specific to misinformation. So I did not include it in this current ask.

We also are in planning stages on the misinformation campaign educational effort (b) (5) that my team is working on mapping out. I had a nice chat with Erica to get her ideas at the end of last week, that said, we still have to have conversations with others in OEA so I don't know yet if there are going to be specific budget needs from OECS. I hope to have some of those conversations this week.

Sandy

From: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Sent: Monday, May 9, 2022 11:59 AM
To: OC OEA Supervisors <OCOEASupervisors@fda.hhs.gov>
Cc: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Streeter, Candice <Candice.Streeter@fda.hhs.gov>; Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>
Subject: Action required: submit your budget items for mis/disinfo. today

We have not received any budget needs related to this priority area, and I know there are items that will need funding in virtually every office. Our budget folks need this information for reconciling our budget for the remainder of the fiscal year. Bessy has a [budget planner](#) in SharePoint to enter your items. Please make sure you do this by the end of today. Thank you.

From: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>
Sent: Wednesday, May 4, 2022 8:59 AM
To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>; Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Felberbaum, Michael <Michael.Felberbaum@fda.hhs.gov>; Caccamo, Stephanie <Stephanie.Caccamo@fda.hhs.gov>; Capobianco, Abigail <Abigail.Capobianco@fda.hhs.gov>; Hetlage, Daniel <Daniel.Hetlage@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>; Goodrich, John <John.Goodrich@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Haake, Timothy <Timothy.Haake@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Garcia, Megan <Megan.Garcia@fda.hhs.gov>; Taiwo, Wumi <wumi.taiwo@fda.hhs.gov>; Thorpe, Valarie <Valarie.Thorpe@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>; Wohl, Alexander <Alexander.Wohl@fda.hhs.gov>
Cc: Strachman-Miller, Jason <Jason.Strachman-Miller@fda.hhs.gov>; Wasserman, Jill <Jill.Wasserman@fda.hhs.gov>
Subject: Misinformation/Disinformation Meeting Highlights

Good morning,

Below are the highlights from yesterday's meeting. All files can be found on the new SharePoint: [Misinformation & Disinformation Combat Plan](#)

Highlights from May 3 Meeting

Stakeholder Engagement

- Dr. Califf met with National Consumers League 5/2
- 5/4 Commissioner Califf will meet with leadership from the American Medical Association at 3:30 p.m. and will discuss the agency's priorities, including FDA's work to fight mis/disinformation amongst the general population.
- Meeting with Vaccinate Your Family Scheduled for end of this week, but may need to be rescheduled.
- Meeting with the American Academy of Pediatrics wk. of May 9

Social Media

- Twitter committed to initial meeting May 27
- Initial meeting with Meta on 4/22 with follow-up planned May 27
- Purpose: Request information on the most viral content. Discuss efforts to combat misinformation/disinformation.

Outstanding tactics

(b) (5)

- Rumor control webpage: Chris to pull together smaller group to discuss webpage development.
- Need to develop more in-depth talking points to use with stakeholders and have specific asks of them. General initial messaging on misinformation is good, but need to provide tools and have an ask for stakeholders as next step.

Resource

- **Misinformation as a Risk Factor During the COVID-19 Pandemic** webinar hosted by the Alabama Regional Center for Infection Prevention and Control Training and Technical Assistance.
 - [Pre-recorded webinar](#)
 - [Presentation Materials](#)

For Action

- Friendly Reminder – Identify budget needs and [submit to me by COB May 6](#). Please use this [budget planner](#) to enter your items.

Kindly,

Bessy Guevara

Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration

Cell: (b) (6)

Bessy.Guevara@fda.hhs.gov



From: Guevara, Bessy [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=58097BA8EDEA47AFB3338E671A43DC04-BESSY.GUEVA]
Sent: 7/28/2022 6:34:21 PM
To: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Wasserman, Jill [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0a757986d59f4210a83e2de2b6dd23a8-Jill.Wasser]
CC: Strachman-Miller, Jason [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=5338a90c67824a729f5c0f630449a56c-Jason.Strac]
Subject: Rollouts Hand-off

Heidi/Jill,

Below are the latest updates and links to the OTC Hearing Aids and Overdose Prevention rollouts:

OTC Hearing Aids Final Rule

Target: ~Aug. 9, 10 or 11 TBD

SharePoint Comms Folder: [OTC Hearing Aids Final Rule](#)

OMA POCs: Michael Felberbaum, Jeremy Kahn and Shauna Nelson; OECS: Sandy Walsh and Shana Potash; SES: Dayle and John

- The press release is further along in the clearance process than the rest of the comms
- The remaining comms package (see plan) is still in CDRH center-level clearance to be completed COB Monday, 8/1.
- Follow up with Ivory and Kristina if not received by then. Send comms package **to OEA, OPLIA and OCC for clearance.**
- Calendar holds need to be placed for media prep and media call for Commissioner Califf and Dr. Shuren.
- At this time, there are no plans for a stakeholder call or Hill call.
- Timing: if the Commissioner signs the rule on 8/3 [assuming he's available on this date], OP sends the rule to the OFR on 8/3 and requests display on 8/9, 8/10 or 8/11.
- ASPA to check Secretary's availability that week for press call (or video?) participation.

Overdose Prevention Framework

Target: ~Wk. Aug. 1 or 8 TBD

SharePoint Comms Folder: [Overdose Prevention](#)

OMA POCs: Shannon Hatch and LJ McCarthy; OECS: Sandy Walsh and Mildred Cooper

Overdose Prevention Framework: [FDA Overdose Prevention - 4 priorities - DRAFT-CONFIDENTIAL - v2022Jul28.docx](#)

(NOT FOR EDITING) POC: Michelle Adams (Julie T. to coordinate sharing of Framework with HHS while Michelle is out)

- KMQA have Center clearances (see doc history). Michelle made additional edits today.
- CDER to clear Voices blog by 2:30 p.m. tomorrow 7/29
- Heidi will send the Voices and Framework in the Commissioner homework tomorrow 7/29.
- The KMQA and Voices Blog package still needs **OEA, OPLIA and OCC clearance.** Heidi to check if Voices needs HHS clearance.
- CDER is drafting and mocking up the webpage. Per Kim Rawlings, a draft will be ready for review tomorrow 7/29.
- Framework is currently with OPLIA for clearance. Then it will go to Dr. Califf and Julie for final clearance. CDER will design and layout. Julie will socialize with HHS; if there are edits to the Framework from HHS, POC TBD. Michelle will have phone, but will not have her laptop.
- Schedule rollout call for Monday afternoon or Tuesday morning.

Misinformation/Disinformation Working Group

SharePoint Folder: [Misinformation & Disinformation Combat Plan](#)

Meeting Lead: Heidi

- Rumor Control page is being reviewed by OCC to review CBER responses to questions.

For urgent matters, you can reach me on my personal cell 202-286-4116.

THANK YOU!

Bessy Guevara (She, her, hers)

Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration

Cell (b) (6)

Bessy.Guevara@fda.hhs.gov



From: Jefferson, Erica [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=0BC0BD0F8766484B803F584EB491ACE6-ERICA.JEFFE]
Sent: 8/5/2022 3:12:45 PM
To: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Mulieri, Chris [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=298e49cef842458dad2312551ffdf184-Charles.Mul]
CC: Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]; Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Gueva]
Subject: RE: Rumor Control Webpage

Terrific, thanks team. Great work!

From: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Sent: Friday, August 5, 2022 2:29 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Cc: Staton, Anna <Anna.Staton@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

Wonderful—thank you!

From: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Sent: Friday, August 5, 2022 2:28 PM
To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

All – the rumor-control page is live:

<https://www.fda.gov/news-events/rumor-control>

From: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:36 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

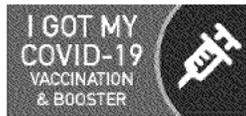
Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,
Erica

Erica V. Jefferson (she/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: (b) (6)
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



From: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Sent: Thursday, August 4, 2022 3:20 PM
To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Banks, Stanice L <Stanice.Banks@fda.hhs.gov>
Subject: Rumor Control Webpage

Erica – good afternoon. Please find our rumor control webpage below for your approval. Heidi and Anna have done final reviews and they are both good with the page. We will push the page live once you give us the word. Thank you!

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

From: Kimberly, Brad [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=08BC909ED76D49868A5FF92C3C70FB72-BRADLEY.KIM]
Sent: 8/5/2022 2:45:38 PM
To: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Mulieri, Chris [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=298e49cef842458dad2312551ffdf184-Charles.Mul]; Jefferson, Erica [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]
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Subject: RE: Rumor Control Webpage

Socials are out.

Brad Kimberly

Director, Social Media

Web & Digital Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: 240-402-1002 | Cell: (b) (6)
brad.kimberly@fda.hhs.gov



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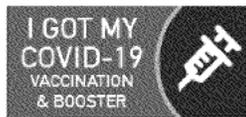
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Erica

Erica V. Jefferson (she/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: (b) (6)
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



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To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Banks, Stanice L <Stanice.Banks@fda.hhs.gov>
Subject: Rumor Control Webpage

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Sent: 8/5/2022 2:28:07 PM
To: Jefferson, Erica [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]
CC: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]
Subject: RE: Rumor Control Webpage

All – the rumor-control page is live:

<https://www.fda.gov/news-events/rumor-control>

From: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:36 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

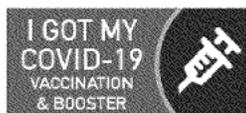
Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,
Erica

Erica V. Jefferson (she/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: 240-702-3994
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



From: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>

Sent: Thursday, August 4, 2022 3:20 PM

To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>

Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Banks, Stanice L <Stanice.Banks@fda.hhs.gov>

Subject: Rumor Control Webpage

Erica – good afternoon. Please find our rumor control webpage below for your approval. Heidi and Anna have done final reviews and they are both good with the page. We will push the page live once you give us the word. Thank you!

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

From: Mulieri, Chris [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=298E49CEF842458DAD2312551FFDF184-CHARLES.MUL]
Sent: 8/5/2022 1:44:44 PM
To: Jefferson, Erica [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]
CC: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba2c614026426-Anna.Staton]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]; Walsh, Sandy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c61503c4e7884fc28b9ef6cb8f2514ec-Sandy.Walsh]
Subject: RE: Rumor Control Webpage

Thank you Erica and we will push this live.

Sandy, Anna, Brad and I are discussing additional content items to build out the page – we will keep you updated.

Also, we will definitely share through social channels and utilize a Google Adword campaign to draw eyes to the page.

Chris

From: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:36 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

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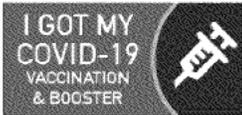
Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,
Erica

Erica V. Jefferson (shə/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: 240-702-3994
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



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Sent: Thursday, August 4, 2022 3:20 PM

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<http://wcms-internet.fda.gov/news-events/rumor-control>

From: Jefferson, Erica [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=0BC0BD0F8766484B803F584EB491ACE6-ERICA.JEFFE]
Sent: 8/5/2022 1:46:23 PM
To: Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Mulieri, Chris [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=298e49cef842458dad2312551ffdf184-Charles.Mul]
CC: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]
Subject: RE: Rumor Control Webpage

Yes that sounds good. Thank you

From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:44 PM
To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

FYI I think Val and Brad are chatting about this. Val and I were talking about possibly (b) (5) [REDACTED]. Sound okay?

From: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:36 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

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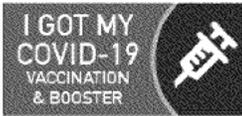
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Erica

Erica V. Jefferson (she/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: 240-702-3994
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



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Sent: Thursday, August 4, 2022 3:20 PM

To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>

Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Banks, Stanice L <Stanice.Banks@fda.hhs.gov>

Subject: Rumor Control Webpage

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Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

From: Wasserman, Jill [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=0A757986D59F4210A83E2DE2B6DD23A8-JILL.WASSER]
Sent: 9/21/2022 11:14:13 AM
To: Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; McNeill, Lorrie [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=77b0b352c9c24851bf0c7330f53e00d9-McNeill]; Frantz-Bohn, Susan [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4c4a10821c774ffa9c5cf59bda6bcf75-frantz_bohn]; Capobianco, Abigail [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=660b8e4204f74d4b912265b9c85613bd-Abigail.Cap]; Pfaeffle, Veronika [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a299f2d320c143f79ba87e09b21ec5e5-Veronika.Pf]; Felberbaum, Michael [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4819a643ca2945cdb1a2631b83e69673-Michael.Fel]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]; Sanchez-Contreras, Gloria [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c873214d26584af0a22cf4121d3630f7-Gloria.Sanc]; Mulieri, Chris [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=298e49cef842458dad2312551ffdf184-Charles.Mul]; Alicea-Rivera, Esteban [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=37e4582befea4a07b4ea5197163e7acb-Esteban.Ali]; Walsh, Sandy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c61503c4e7884fc28b9ef6cb8f2514ec-Sandy.Walsh]; Leggin, Brooke [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c876a439c57d4d0abaa3c8898c803db3-Brooke.Legg]; Fritsch, Beth F. [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=3625ad3bfbe743b6bf659324fa39dc5a-FRITSCHB]; Aguilar, Paul [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=9f4e6056acec4bc98fdb07bb0548dc86-Paul.Aguila]; Sami, Arooj [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=34844f9420f34af8bc4ee6529df0c50e-Arooj.Sami]; Nguyen, Michael A. [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=9bd81ee5310745588f739376431ea14b-Michael.Ngu]; Finnen, April [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=43d74b30bb1d429184b0d9081efe19bf-April.Finne]; Burgess, Shelly [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=5beb691d4bac4848945f6039974b29fa-Shelly.Burg]; Caron, Hillary [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=3aa5ca2ac6e64456a913307773c5fde9-Hillary.Car]; Watson, Kanika [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=e6e92c58d2204fffa0194804ea7fa0ff-Kanika.Wats]; Fairnot, Rshetta (FDA) [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=48193e7991974c949b2b2dfe5d15cad0-Rshetta.Fa]; Johnson, Robin [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c6dbc0a1876f4595adf8aebef55fafa3-Robin.Johns]; Goodrich, John [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=3ce5738bf5154e06901f7017e95d427e-John.Goodri]; Alexander, Nicholas [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08e1fd211c4a4c96be426218bd0711e9-Nicholas.All]; Watson, Ruth [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896294988ddc451f93b1073f119943af-Ruth.Gras]; Thorpe, Valarie [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4263524681134dc4a9c7f8ff9752864b-Valarie.Tho]; Hetlage, Daniel [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=a1356d75869e43ffad945d0deb85598c-Daniel.Hetl]; Clark-Lynn, Sarah

[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=ced48754fb8c458ab08bc3be2f0a0955-Sarah.Clark]; Kahn, Jeremy
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1b98d36d2c1f4ae795140b68de7b37f7-Jeremy.Kahn]; Moxley, Shera
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2dbdbbf813674d38ac4a43176e2398e4-Shera.Moxle]; Windt, David
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c120697b3879498d8bf3469fe8975fbb-DSW]; Cristinzio, Dayle
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b5a8dc4e587946fa938714a962df4246-Dayle.Crist]
CC: Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Gueva]; Jefferson, Erica
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]; Rebello, Heidi
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Strachman-Miller, Jason
[/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=5338a90c67824a729f5c0f630449a56c-Jason.Strac]
Subject: 9/21 Updates: Communications Planning & Coordination for COVID-19 Vaccines

Good afternoon,

Below are some updates for your awareness:

- [Moderna COVID-19 Vaccines](#)
Release of doses of Moderna's bivalent vaccine produced at the Catalent facility:
 - [Decision Memorandum](#) (September 20, 2022)
 - [Concurrence Letter](#) (September 20, 2022)
 - [ORA FOIA Electronic Reading Room: Catalent Indiana, LLC, 483](#)
- Listen to Drs. Marks and Meyer on the [Breaking down the bivalent boosters: A conversation with CDC and FDA experts](#) webinar sponsored by the COVID-19 Vaccine Education and Equity Project ([@COVIDVxProject](#))
- FDA's [Rumor Control](#) webpage has been updated with the bivalent COVID-19 vaccine boosters content.

The updated recipients and caregivers fact sheets for Pfizer will post this week, followed closely by Moderna. Wall charts for both are also forthcoming; could post this week.

Please reach out if you have any questions.

Best,

Jill

From: Wasserman, Jill

Sent: Tuesday, September 20, 2022 10:45 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>; McNeill, Lorrie <Lorrie.McNeill@fda.hhs.gov>; Frantz-Bohn, Susan

Subject: 9/20 Check-In: Communications Planning & Coordination for COVID-19 Vaccines

INTERNAL-CONFIDENTIAL-DELIBERATIVE

Meeting: Communications Planning & Coordination for COVID-19 Vaccines

Every Tuesday from 11:00 – 11:30 a.m.

Our SharePoint folder: [COVID-19 Vaccines Comms](#)

Agenda for Tuesday, September 20, 2022

1. FDA Authorizes Moderna, Pfizer-BioNTech Bivalent COVID-19 Vaccines for Use as a Booster Dose
 - Moderna COVID-19 Vaccines
 - Outstanding:
 - × Fact sheet for recipients and caregivers, Spanish, Simplified Chinese, Hmong, Korean, Tagalog, Vietnamese, Uzbek translations
 - × Wall chart
 - Pfizer-BioNTech COVID-19 Vaccines
 - Decision Memorandum (August 31, 2022)
 - Outstanding:
 - × To be posted before the end of the week: Fact sheet for recipients and caregivers, Spanish, Simplified Chinese, Hmong, Korean, Tagalog, Vietnamese, Uzbek translations
 - × Wall chart
 - Stakeholder Call: Updated COVID-19 Vaccine Boosters - YouTube
2. CBER updates for rest of 2022
 - This week, maybe today or 9/21: Concurrence letter for release of doses of Moderna's bivalent vaccine produced at the Catalent facility
 - Decision Memo
 - No facts sheets
 - Must wait for the company to grant permission to disclose the memo
 - ORA: 483 for the facility to be posted around the same time
 - Updated bivalent boosters for peds, Pfizer (5 through 11 yrs.), Moderna (6 through 17 yrs.): Wk. of Oct. 10
 - Novavax booster, prototype: Timing TBD
 - Under 5 for updated boosters: Timing TBD
3. Other items for awareness or updates
 - 9/20 at 3 p.m.: Drs. Marks and Meyer are participating in a webinar, Breaking down the bivalent boosters: A conversation with CDC and FDA experts, sponsored by the COVID-19 Vaccine Education and Equity Project ([@COVIDVxProject](#))
 - FDA Roundup: September 13, 2022
 - On Monday, the FDA reissued the Aug. 19, 2022, letter of authorization for Novavax COVID-19 Vaccine, Adjuvanted to revise the conditions of authorization related to the Vaccine Adverse Event Reporting System (VAERS) reporting requirements for vaccination providers and Novavax, Inc. to include myocarditis and pericarditis. Because some cases of myocarditis or pericarditis following vaccine administration may not meet the definition of serious adverse events, this change will help ensure that cases of myocarditis and pericarditis are reported by Novavax, Inc. and vaccination providers to VAERS. The Fact Sheet for Healthcare Providers Administering Vaccine (Vaccination Providers) has also been updated to reflect this revision to the conditions of authorization regarding VAERS reporting requirements. The letter of authorization and revised fact sheet are available on the [FDA's website](#).

Jill's Work Cell: (b) (6)

Hi there,

Jill Wasserman (she/her) is inviting you to a scheduled ZoomGov meeting.

Join Zoom Meeting

One tap US: +16692545252 (b) (6)

mobile: +16468287666 (b) (6)

Meeting [URL:](https://fda.zoomgov.com/j/>(b) (6)</p></div><div data-bbox=)

Meeting (b) (6)

ID:

Passcode: (b) (6)

Join by Telephone

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

Dial:

US: +1 669 254 5252 or +1 646 828 7666 or +1 669 216 1590 or +1 551 285 1373 or
833 568 8864 (Toll Free)

Meeting (b) (6)

ID:

Passcode: (b) (6)

International numbers

Join from an H.323/SIP room system

H.323: (b) (6) (US West)
(b) (6) (US East)

Meeting

ID:

Passcode

SIP: [p.zoomgov.com](https://fda.zoomgov.com)

Passcode

From: Guevara, Bessy [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=58097BA8EDEA47AFB3338E671A43DC04-BESSY.GUEVA]
Sent: 1/11/2023 10:32:27 AM
To: CombatMisinfoGroup [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896a741e1cc14a6db77d975c30c825c4-CombatMisin]
Subject: Mis/Disinformation Meeting Highlights

Team,

Below are the highlights from Tuesday's working group meeting.

January 10, 2023, Meeting Highlights

1/9/23 RUF touchpoint meeting readout –

RUF will be hosting a series of listening sessions with healthcare professionals and targeted demographics, followed by polling of the latter. FDA will hopefully get readouts or summaries from these listening sessions along the way, so we have the opportunity to use that information to inform our own activities.

Once RUF completes the listening sessions, RUF they will move into the close door working roundtables with FDA Data Users (e.g., WebMD), tech platforms, healthcare professionals (including academic health centers, education sector that includes health and communications curriculum, Greek organizations, and school newspapers.) They will also do a working roundtable with information sources in print, radio, digital, so news sources like AP. The last working roundtable will not be a closed-door session will be with relevant government agencies (i.e., CDC, USDA, NIH) and related federal organizations, and their foundations.

RUF will wrap up in September and will issue a final report and hold a public meeting September 14.

RUF is working on a press announcement for early next week that will be a broad message about RUF's activities this year, including the misinformation effort. We will have to prepare to do some social from Dr. Califf will after the RUF announcement goes out. FDA will not be issuing a statement or news release.

Hot/trending topics

There have been some social media conversations about vaccines and athletes and cardiac events following the incident involving Buffalo Bills football player Damar Hamlin. Brad indicated he needed to do anything specifically immediately about it.

OMA has received one inquiry about a fact check from Reuters. Abby worked with CDC to develop a response. OMA also is also still getting inquiries about adverse events caused by the vaccine and whether it causes blood clots and specific adverse events called out in the July 2021 CBER statement. Abby is working with to Anna to provide the cleared response as OECS is working on a JAM script on this topic.

Discussion on Rumor Control Webpage

The group discussed its vision for the next version of the Rumor Control page. While there wasn't a consensus, the group agreed on a few things to consider:

- (b) (5)
- Beware of content duplication.
- (b) (5)
- Avoid long list of words.

There will be a smaller group meeting to discuss content requirements to later present to WDDS for design. The main goal is to make the page more engaging. Sandy will assign a person or two to manage the content on the page.

Kristin provided instructions on how to link to specific facts on the page for social media promotion. Kristin also created a short URL for the page: www.fda.gov/rumorcontrol

Links

SharePoint folder: [Misinformation & Disinformation Combat Plan](#)

Meeting Notes: [Link to notes](#)

Activity tracker: [Combat Misinfo Activity Tracker_CY23.xlsx](#)

Bessy Guevara (She, her, hers)

Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration

Cell: (b) (6)

Bessy.Guevara@fda.hhs.gov



From: Sanchez-Contreras, Gloria [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=C873214D26584AF0A22CF4121D3630F7-GLORIA.SANC]
Sent: 5/17/2023 11:32:28 AM
To: Chenjo, Keecha [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fe754e193bec41c49df6439765d02bd7-Lakeecha.Ch]; Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Gueva]
CC: Cristinzio, Dayle [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b5a8dc4e587946fa938714a962df4246-Dayle.Crist]; Lewis, Paulette [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1e8bf96952444d9e9338dd5b1c9341a9-Paulette.Le]; Fritsch, Beth F. [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=3625ad3bfbe743b6bf659324fa39dc5a-FRITSCHB]; Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]
Subject: RE: Rumor Control: Learn and Share FDA Facts
Attachments: Courtesy Copy: Control de rumores: aprenda y comparta información verídica de la FDA

Good morning,

Using SES cleared text, I just sent an email to our bilingual newsletter, *Breves Informativos* (attached).

Thanks,

Gloria

From: Chenjo, Keecha <Lakeecha.Chenjo@fda.hhs.gov>
Sent: Wednesday, May 17, 2023 10:32 AM
To: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>
Cc: Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>; Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>; Fritsch, Beth F. <Beth.Fritsch@fda.hhs.gov>
Subject: Rumor Control: Learn and Share FDA Facts

Hi Bessy,

The targeted Rumor Control email went out this morning and will be added to the SES newsletter that goes out Friday.

Thanks,
Keecha

From: Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>
Sent: Tuesday, May 16, 2023 3:25 PM
To: Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>
Cc: Chenjo, Keecha <Lakeecha.Chenjo@fda.hhs.gov>
Subject: RE: Rumor Control: Learn and Share FDA Facts

Will do. Thanks Gloria!

From: Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>
Sent: Tuesday, May 16, 2023 3:22 PM

To: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>

Cc: Chenjo, Keecha <Lakeecha.Chenjo@fda.hhs.gov>

Subject: RE: Rumor Control: Learn and Share FDA Facts

Great, I will translate this text for Breves Informativos.

Can you please mention the fact sheet translations and include the Flickr link to download the videos in English and Spanish <https://www.flickr.com/photos/fdaphotos/albums/72177720308180809/>?

Attached is the photo we used for the consumer emails.

Thank you,

Gloria

From: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>

Sent: Tuesday, May 16, 2023 3:17 PM

To: Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>

Cc: Chenjo, Keecha <Lakeecha.Chenjo@fda.hhs.gov>; Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>

Subject: RE: Rumor Control: Learn and Share FDA Facts

Great! Looping Gloria who will translate into Spanish.

From: Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>

Sent: Tuesday, May 16, 2023 3:15 PM

To: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>

Cc: Chenjo, Keecha <Lakeecha.Chenjo@fda.hhs.gov>

Subject: RE: Rumor Control: Learn and Share FDA Facts

Hi Bessy,

We're working on it now; it should go out within the hour.

We'll ping you as soon as it's sent.

Thank you,

Paulette

From: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>

Sent: Tuesday, May 16, 2023 3:12 PM

To: Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>; Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>

Subject: FW: Rumor Control: Learn and Share FDA Facts

SES team,

Checking in. Are you planning to send a specific targeted stakeholder email today about the Rumor Control page or are you holding until Friday?

Bessy Guevara (She, her, hers)

Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration

Cell: (b) (6)

Bessy.Guevara@fda.hhs.gov



From: U.S. Food and Drug Administration <usfda@public.govdelivery.com>

Sent: Tuesday, May 16, 2023 10:21 AM

To: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>

Subject: Rumor Control: Learn and Share FDA Facts

If your email program has trouble displaying this email, [view as a webpage](#).

A horizontal banner with a light gray background. On the left is a square QR code. To its right is a white speech bubble containing the text 'RUMOR CONTROL' in bold, followed by 'Keep yourself, along with your family, friends, and community safe by recognizing and addressing misinformation.' On the far right of the banner is the FDA logo and the text 'U.S. FOOD & DRUG ADMINISTRATION'.

Rumor Control: Learn and Share FDA Facts



The growing spread of rumors, misinformation and disinformation about science, medicine and the FDA is putting patients, consumers and their families at risk. We are here to provide the facts.

Keep yourself – along with your family, friends and community – safe by distinguishing between rumors and facts about COVID-19, sunscreen and dietary supplements.

Get the facts and learn about what the FDA does for you every day.

[Learn More](#)



[Manage Subscriptions](#) | [Unsubscribe All](#) | [Help](#)

From: Henriques, Maria [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BC46749DF13D4D62ADDF0B0C02F6E6E0-MARIA.HENRI]
Sent: 5/16/2023 10:38:30 AM
To: Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Gueva]; CombatMisinfoGroup [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896a741e1cc14a6db77d975c30c825c4-CombatMisin]
CC: Pearson, Antewann [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=cc8d06e6452344d69c74d43f3ecf82be-Antewann.Pe]; Lewis, Paulette [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1e8bf96952444d9e9338dd5b1c9341a9-Paulette.Le]
Subject: RE: GREENLIGHT: Rumor Control Webpage rollout

Hi, Team.

The GovDelivery in English has been sent.

Thanks – Maria

Maria L. Henriques (she/her/hers)
Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)
Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>
Sent: Tuesday, May 16, 2023 10:18 AM
To: CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>
Cc: Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>; Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>
Subject: RE: GREENLIGHT: Rumor Control Webpage rollout

Team,

All videos are published on Flickr: <https://www.flickr.com/photos/fdaphotos/albums/72177720308180809>. The first PSA video is available on YouTube: https://www.youtube.com/shorts/4nA8i_cTtWM

The homepage images linking to the new Rumor Control page are live on [fda.gov](https://www.fda.gov) and [inside FDA](#).

This is the GREENLIGHT for all other outreach to rollout as planned.

Tick Tock

All times tentative/subject to change

DAY OF ROLLOUT

Tuesday, May 16

~9:00 a.m. ————— All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

~~~9:05 a.m. WDDS publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)~~

~~Will publish FDA.gov homepage image linking to Rumor Control page (Kristin to post)~~

~~Will publish inside FDA homepage hero image linking to Rumor Control page (Anna submitted to ODT to post)~~

~~By 10:00 a.m. Submit narrative about Rumor Control page for FDA Roundup (OECS–Maria)~~

**By COB** - OMA will issue the FDA Roundup to include information about the new Rumor Control page

- SES will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- OECS will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- WDDS/Social will promote the first of the misinformation video PSA series

For the full list of next week's activities, please see [Rumor Control Rollout Activities\\_051623.docx](#)

Please let me know if you have any questions.

Thank you!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



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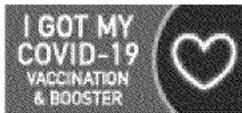
**From:** Kimberly, Brad [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=08BC909ED76D49868A5FF92C3C70FB72-BRADLEY.KIM]  
**Sent:** 5/15/2023 4:17:10 PM  
**To:** Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Henriques, Maria [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=bc46749df13d4d62addf0b0c02f6e6e0-Maria.Henri]; Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Guevara]; CombatMisinfoGroup [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896a741e1cc14a6db77d975c30c825c4-CombatMisinfo]  
**Subject:** RE: Rumor Control Rollout Activities

First social post will fire at 9:15a. Just wanted to give our site a chance to update properly.

**Brad Kimberly**

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 3:13 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Rollout Activities

I hope/think it's the same, because that's where all the QR codes go to!

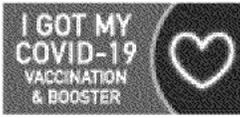
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**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 3:07 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Rollout Activities

Hi, all.

What is the URL for the new RC page?





---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, May 12, 2023 4:43 PM  
**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** Rumor Control Rollout Activities

Team,

Here is the latest timeline for day-of rollout activities. For the full list of next week's activities, please see  [Rumor Control Rollout Activities\\_051623.docx](#)

### **TICK TOCK**

*All times tentative/subject to change*

#### **DAY OF ROLLOUT**

#### **Tuesday, May 16**

**~9:00 a.m.** All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

**~9:05 a.m.** **WDDS** publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)

**Navigation:** Rumor Control will be listed on homepage under the RESOURCES AND PROGRAMS section, replacing "What Does FDA regulate?" Additionally, the Rumor Control page will be featured under News and Events, replacing "Public Health Focus".

Will publish FDA.gov homepage image linking to Rumor Control page (Brooke submit image to Kristin to post)

Will publish insideFDA homepage hero image linking to Rumor Control page (Anna to submit to ODT)

**By 10:00 a.m.** Submit narrative about Rumor Control page for FDA Roundup (OECS - Maria)

#### **By COB**

- **OMA** will issue the FDA Roundup to include information about the new Rumor Control page
- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

Please let me know if you have any questions or further changes.

Thank you!

**Bessy Guevara** (She, her, hers)  
*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)  
[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



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**From:** Guevara, Bessy [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=58097BA8EDEA47AFB3338E671A43DC04-BESSY.GUEVA]  
**Sent:** 5/15/2023 3:48:33 PM  
**To:** Henriques, Maria [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=bc46749df13d4d62addf0b0c02f6e6e0-Maria.Henri]; Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]; CombatMisinfoGroup [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896a741e1cc14a6db77d975c30c825c4-CombatMisin]  
**Subject:** Re: Rumor Control Rollout Activities

That's correct. Same URL.

Get [Outlook for iOS](#)

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Monday, May 15, 2023 3:17:15 PM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>  
**Subject:** RE: Rumor Control Rollout Activities

Phew! Thanks 🙏

**Maria L. Henriques** (she/her/hers)  
*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Monday, May 15, 2023 3:13 PM  
**To:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>  
**Subject:** RE: Rumor Control Rollout Activities

I hope/think it's the same, because that's where all the QR codes go to!

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Monday, May 15, 2023 3:07 PM  
**To:** Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>  
**Subject:** RE: Rumor Control Rollout Activities

Hi, all.

What is the URL for the new RC page?

Or will it remain: <https://www.fda.gov/news-events/rumor-control>

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Friday, May 12, 2023 5:40 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** RE: Rumor Control Rollout Activities

Just a quick note about the video release plan. Per the plan, the video rollout on social is staggered.

~9:00 a.m.

All PSA Videos publish on Flickr (Antewann)

First PSA publishes on YouTube (Val/Sean)

**By COB**

- **WDDS/Social** will promote the first of the misinformation video PSA series

- **Gloria** will also promote on @FDAenEspañol and issue a Breves Informativos newsletter.

### Following Weeks

- **OECS** will maintain an editorial content calendar to rotate, add, edit content on the Rumor Control page.
- **Social media** will promote on Facebook, Twitter, Instagram, and LinkedIn. There will be a one-week gap between each video. On YouTube, the team will release each short with a two-day gap between them.

And social is releasing the misinformation videos (which provides a link to the page), but the text of the posts will be based on the descriptions on the YouTube videos. We aren't focusing on the "we updated the webpage" message. Just the misinformation message for now.

**Brad Kimberly**

*Director, Social Media*

Web & Digital Services

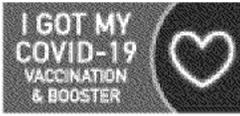
Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)





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**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, May 12, 2023 4:43 PM  
**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** Rumor Control Rollout Activities

Team,

Here is the latest timeline for day-of rollout activities. For the full list of next week's activities, please see  [Rumor Control Rollout Activities\\_051623.docx](#)

### **TICK TOCK**

*All times tentative/subject to change*

#### **DAY OF ROLLOUT**

#### **Tuesday, May 16**

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**~9:05 a.m.** **WDDS** publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)

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Will publish insideFDA homepage hero image linking to Rumor Control page (Anna to submit to ODT)

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- **WDDS/Social** will promote the first of the misinformation video PSA series

Please let me know if you have any questions or further changes.

Thank you!

**Bessy Guevara** (She, her, hers)  
*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



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**From:** Guevara, Bessy [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=58097BA8EDEA47AFB3338E671A43DC04-BESSY.GUEVA]  
**Sent:** 5/24/2023 2:09:12 PM  
**To:** Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]  
**Subject:** RE: Comms Council Meeting 5-23-23.pptx  
**Attachments:** Comms Council Meeting 5-23-23.pptx

Here you go!

---

**From:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Sent:** Wednesday, May 24, 2023 2:01 PM  
**To:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Subject:** RE: Comms Council Meeting 5-23-23.pptx

Hi, can you share the updated PP from yesterday so I can share w/CDRH. Tks.

---

**From:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Sent:** Monday, May 22, 2023 6:05 PM  
**To:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Subject:** Comms Council Meeting 5-23-23.pptx

Heidi,

Attached is the draft ppt for tomorrow's Comms Council mtg.

Please let me know if you have any edits.

**Bessy Guevara** (She, her, hers)  
*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration  
Cell: (b) (6)  
[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



# Strategic Communications Council Meeting

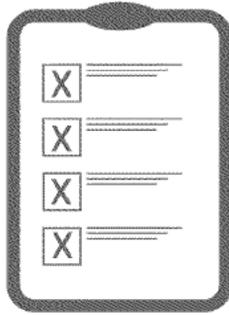


May 23, 2023 | 2 p.m.



**Welcome & Agenda Review**  
(Heidi Rebello, OEA, 2 minutes)

## Agenda



- **Welcome & Agenda Review**  
(Heidi Rebello, OEA, 2 minutes)
- **Update on Human Foods Program Proposal**  
(Heidi Rebello, 10 minutes)
- **Update on Rumor Control Webpage**  
(Bessy Guevara, 10 minutes)
- **Three (3)-month Lookahead**  
(All, 15 minutes)
- **Closing Remarks**  
(Heidi Rebello, 2 minutes)
- **Adjourn**

(15 secs)



**Update on Human Foods Program Proposal**  
(Heidi Rebello, 10 minutes)

## Purpose

**ICMG Communications Subgroup purpose:** to provide clear, timely, and trusted communications around the proposal for a unified Human Foods Program and new ORA model.

This includes coordinating internal and external strategy/ engagement for:

- FDA employees
- news media
- stakeholders\*

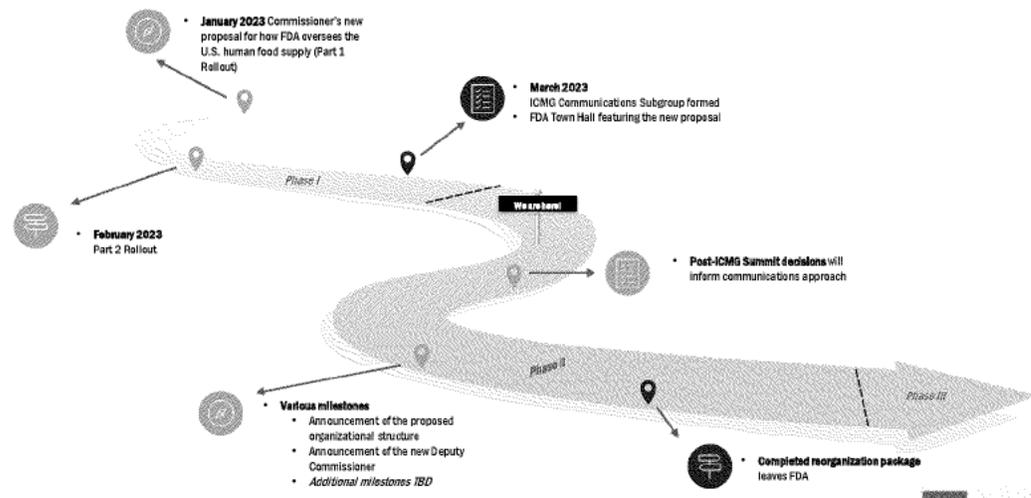
| ICMG Communication Subgroup |                          |
|-----------------------------|--------------------------|
| Heidi Rebello (OEA)         | Will Bet-Sayad (ORA)     |
| Tara Rabin (OEA)            | Paulette Lewis (ORA)     |
| Amanda Turney (CFSAN)       | Morgan Reeves (Deloitte) |
| Kamilah Blackston (ORA)     | Keeli Howard (Deloitte)  |
| Kamesha Norris (ORA)        | Gabe Manion (Deloitte)   |

\* OPLIA will lead and carry out legislative strategy.



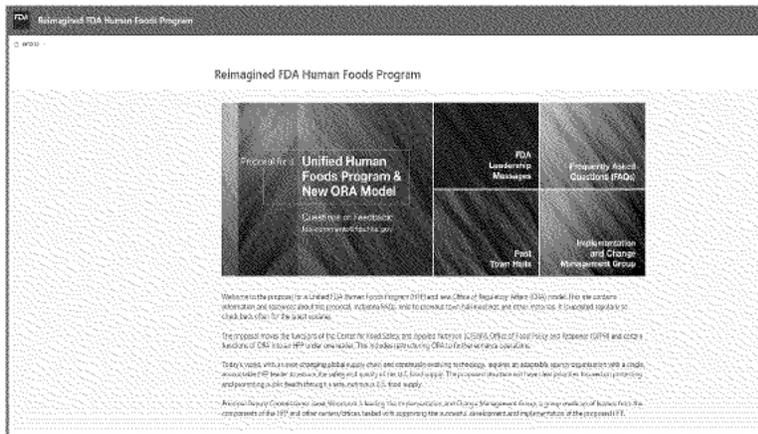
- OEA stood up this Subgroup in March to provide clear, timely and trusted communications around the proposal for a unified Human Foods Program and new ORA model.
- We are coordinating internal and external engagement, which a heavy focus on employee engagement.
- As a reminder, OPLIA is leading and carrying out the legislative strategy for this effort.
- Another reminder is that this Comms Subgroup can't possibly do everything in the comms arena. This group does not replace the need for center/office-specific communications. However, we see ourselves as advisors and partners with the centers/offices as this process continues to unfold.

# Communication Phases



## Ongoing Communications Activities

- ✓ Held first FDA-wide Town Hall featuring proposal
- ✓ Refreshed the HFP SharePoint page to keep employees informed
- ✓ Addressing employee questions



--The next few slides detail what the team has been working on for the last 6 weeks or so.

--We held our first FDA wide town hall featuring the proposal in March, the first FDA-wide employee event on the topic and we were able to field numerous questions. --We refreshed the SP site for employees—expanding the ICMG subpage to include all of the members of the workstreams, and the purpose of each workstream and sub workstream, and found ways to increase traffic to this resource.

--We've been addressing employee questions coming in from the fda-comments box.

## Ongoing Communications Activities

- ✓ Developing communication materials to support the ICMG
  - KMQA, talking points for managers, graphics, and presentation support
  - Employee Feedback Dashboard

**FDA Foods Program: Implementation and Change Management Workgroup**

Goal: To develop a detailed plan to ensure the successful execution of the FDA Commissioner's Reimagined Human Foods Program proposal.

Table of Contents

- Internal Communications
- Employee Feedback Dashboard

U.S. FOOD & DRUG ADMINISTRATION

--We have also developed comms materials to support the ICMG's work. Using the ICMG's working SP site and the two highlighted sections, we have added content to the internal comms section, such as a master KMQA and graphics. We are also finalizing talking points for managers and a high level PP slide deck to discuss the overall effort to be used in external speaking engagements.

-- The second highlighted section will provide you employee feedback received on the proposal. Selecting this section will bring you to the following SharePoint page.

# Employee Feedback Dashboard

Implementation and Change Management

Home | Feedback | Dashboard view | Share | Copy link | Comment | Details | Actions

Region: \*\*\*

Employee feedback on the Unified HFP/New ORA Model

| Title                                       | Date Submitted | Employee ORA | Key Words                     | Comments/Feedback                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Feedback Source | Attachments | Ads |
|---------------------------------------------|----------------|--------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|-----|
| Big Reagen User Support for Comm...         | 10/8/2023      | ORAs         | ORA                           | 7%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | FDA Comments    |             |     |
| Precedent Setting/Regen User Support        | 10/4/2023      | ORAs         | Regen-Related                 | 13%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FDA Comments    |             |     |
| Personal Comments Summary                   | 1/21/2023      | ORAs         | Unified HFPs, Food Program    | As a 22-year manager/leader in ORA, I've made it my priority of the laboratory level to support efficiencies in laboratory and connected operations. In reviewing Dr. Callif's response to the RU report, I'm very happy to see this change coming to the agency for which I've worked very hard, and feel can perform much better. Operational change has been needed in ORA and ORS for a long time, but unfortunately, I don't see leaders in ORS that are focused on change as a priority. New leadership processes are long due that require organizational goals of communication, technological leadership, and process democratization with a novel approach to engaging human involvement where not explicitly necessary. The approach we've taken in the Chemistry Branch of the Center Laboratory over the years includes human input at many stages of the process but seeks to substitute one use digital media for greater efficiency in work completion. This approach has worked very well. This also has potential for expansion beyond the walls of CDRL, however I feel that ORS senior leadership has chosen to resist change management in favor of restrictive controls, which have stymied efficiency. I offer strategic and contemporaneous solutions, as listed below, holding that come from my 22 years of scientific leadership. I understand that certain aspects of my approach have been seen as having a critical view of practices that I have shown to reduce efficiencies in ORA and ORS. I will continue to swim that as my burden of pressing change, as I believe that good leadership demands on open-minded approach to critique. | FDA Comments    |             |     |
| FDA New FDA Human Food Programs Title...    | 1/4/2023       | ORAs         | Food Inspection               | 10%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FDA Comments    |             |     |
| Recommendation for the Soda Definition...   | 1/11/2023      | ORAs         | Unified HFPs, Food Program    | 13%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FDA Comments    |             |     |
| Some Comments for Consideration in the...   | 3/3/2023       | ORAs         | Unified HFPs, Food Program    | 10%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FDA Comments    |             |     |
| Reimagining the Human Food Program...       | 3/3/2023       | ORAs         | Unified HFPs, Food Program    | 15%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FDA Comments    |             |     |
| Outlook for Work Stream - New Vision for... | 3/3/2023       | ORAs         | Food Safety Modernization Act | 10%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | FDA Comments    |             |     |

### Edit Comment/Feedback

Callif

13

As a 22-year manager and leader in ORA, I've made it my priority of the laboratory level to support efficiencies in laboratory and connected operations. In reviewing Dr. Callif's response to the RU report, I'm very happy to see this change coming to the agency for which I've worked very hard, and feel can perform much better. Operational change has been needed in ORA and ORS for a long time, but unfortunately, I don't see leaders in ORS that are focused on change as a priority. New leadership processes are long due that require organizational goals of communication, technological leadership, and process democratization with a novel approach to engaging human involvement where not explicitly necessary. The approach we've taken in the Chemistry Branch of the Center Laboratory over the years includes human input at many stages of the process but seeks to substitute one use digital media for greater efficiency in work completion. This approach has worked very well. This also has potential for expansion beyond the walls of CDRL, however I feel that ORS senior leadership has chosen to resist change management in favor of restrictive controls, which have stymied efficiency. I offer strategic and contemporaneous solutions, as listed below, holding that come from my 22 years of scientific leadership. I understand that certain aspects of my approach have been seen as having a critical view of practices that I have shown to reduce efficiencies in ORA and ORS. I will continue to swim that as my burden of pressing change, as I believe that good leadership demands on open-minded approach to critique.

From the points made on ORA improvement in Dr. Callif's guidelines (in bold):

A new model for ORA will focus on its core activities - setting the global gold standard in inspections, investigations, laboratory analysis, and import operations. These core activities will communicate operations to each other and integration of the digital tools that use is an important part of necessary change.

- A review of connectivity between the individual activities and the operations listed with an eye to reducing digital redundancy and storage of unnecessary data.
- Improving digital transfer processes through modern techniques of information exchange using "big data" models as guidance.
- Delegation of certain data resources to support data exchange, such as the ORADSS (Operational Readiness and Decision Support System) data warehouse.

Improving the risk prioritization and public health impact of the FDA's field activities. ORA's goals will be set by the regulatory programs and take a more prevention-based approach to food safety inspections as envisioned in the FDA Food Safety Modernization Act. These two key expectations are currently able to be supported by big data resources that the FDA has retained for many years but are still highly underutilized.

- Training of those who will use these data is ongoing, but needs more support from senior managers who also need to be aware and capable the use of informational resources.
- ORA senior management should be required to understand the strengths of the existing data structure and the expertise that could power the key expectations of risk prioritization and public health impact.
- Tools currently exist for automating analysis of these data points to improve analytical insights into areas for critical management decisions.

Save Cancel

--I know the writing on this slide may be difficult to read, but no need to strain your eyes, I'll walk you through the information at a high level.

--To make sure the ICMG members have access and visibility to employee feedback, we set up a dashboard on the ICMG's working SP site to share employee feedback on the proposal.

--The feedback is coming in through OEA's [fda-comments@fda.hhs.gov](mailto:fda-comments@fda.hhs.gov) portal (promoted on our insideFDA page for employees), and we are also including similar information from ORA's engageORA channel.

--ICMG members can review each comment in full on the dashboard, and filter the information by date, center/office, and key words. To view any feedback listed, simply click once on the title and a window will open with the relevant content. Here you'll see the title and date of the feedback, the office or center it was received from, the feedback itself, as well as any attachments that were provided. If you click on the highlighted attachment button at the bottom of the form, you will be prompted to download the file.

--To read feedback in full, click on the highlighted pencil icon (ADVANCE). Upon doing so, the feedback will be displayed, which may require some scrolling.

--The dashboard is updated on a regular basis and OEA follows up on every email to let employees know that their feedback is being shared with ICMG members to inform our work. We encourage you to read and consider these items to help inform your work.

# Ongoing Communications Activities

- ✓ Launched an All-Hands Series from the PDC



A Message from the  
**Principal Deputy Commissioner**



Dear Colleagues,

Earlier this year, the Commissioner announced a proposal for a unified Human Foods Program (HFP) and new model for the Office of Regulatory Affairs (ORA). This announcement has generated a considerable amount of interest both internally and externally. I appreciate that many employees feel anxious and uncertain about the future changes and how effectively we will work. I am grateful to all those who have participated in the town-hall meetings, attended a listening session or shared their comments on the proposal.

As Chair of the Implementation and Change Management Group (ICMG), I am committed to providing you with timely updates, for questions and comments, see us before hearing the final, here to meet on what we have been, what you can expect in the next couple of months.

The ICMG is primarily made up of core members from the Office of the Commissioner, Center for Food Safety, Regulatory Office of Food Policy and Response, ORA, and Center for Adverse Medicine. There are several other representatives from important centers and ORA. The ICMG also includes staff from my office and a representative from the industry and business community, business and consumer groups, and labor from ORA.



A Message from the  
**Principal Deputy Commissioner**



Dear Colleagues,

When I last communicated on the unified Human Foods Program (HFP) and new model for the Office of Regulatory Affairs (ORA) a few weeks ago, I shared that I would be providing regular updates on what the Implementation and Change Management Group (ICMG) is working on. Today, I would like to share how the ICMG is working to strengthen our overall risk management processes so that the HFP can set clear and unified priorities while remaining flexible enough to respond to emergencies rapidly and effectively.

Many of the ICMG's early discussions centered around the design of an ideal food regulatory system. We came to consensus that the foundation of a successful system is one that has robust risk management and prioritization processes, so we are all focused on a common set of priorities. The future HFP should be able to systematically identify, assess and prioritize the harms and public health issues the agency is charged with mitigating, and align our resources accordingly.

A key theme I've heard during listening sessions with staff and through other feedback is that there is a lack of clarity and transparency on what work gets prioritized and why. At the same time, the list of priorities keeps growing. Trying to manage

## **Ongoing Communications Activities**

- ✓ Continued media engagement
- ✓ Continued stakeholder engagement
- ✓ Developing Short-Term and Long-Term Communications Plans

## What's Next?

### Immediate Needs:

- Phase II communications will be driven by outputs/decisions following the ICMG Summit and other milestones. Examples include:
  - Announcement of the proposed organizational structure for HFP and ORA
  - Announcement of the new Deputy Commissioner
  
- Tactics will include:
  - Additional Town Halls
  - Employee engagement
  - Media engagement
  - Stakeholder engagement

## **Update on Rumor Control Webpage**

**(Bessy Guevara, 10 minutes)**

# Rumor Control

Rumor Control page on fda.gov

Published on August 5, 2022

Relaunch addresses:

- Need for more plain language content
- Need more multilanguage information
- Include date of publication to authenticate and ensure quality of information
- Addresses pages dense with text
- Improves the ease of navigation

FDA

IN THIS SECTION: News & Events

← News & Events

## Rumor Control

Share | Print | In Spanish | Email | RSS

Spanish

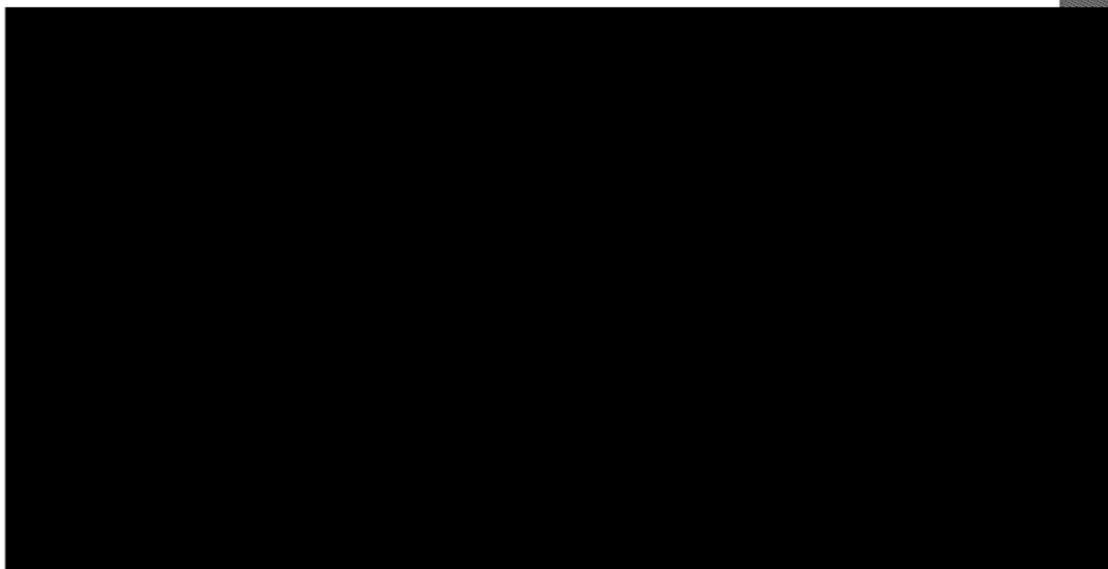
The growing spread of rumors, misinformation and disinformation about science, medicine, and the FDA, is putting patients and consumers at risk. We're here to provide the facts.

Help stop rumors from spreading by doing three easy things:

1. Don't believe the rumors.
2. Don't pass them along.
3. Get health information from trusted sources like the FDA and our government partners, such as [usa.gov/health](https://www.usa.gov/health), [coronavirus.gov](https://www.coronavirus.gov), and [vaccines.gov](https://www.vaccines.gov).

14

(15 secs)



(15 secs)

**Three (3)-month Lookahead**  
(All, 15 minutes)

**Closing Remarks**  
(Heidi Rebello, 2 minutes)



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**From:** Rebello, Heidi [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=2834CE193CA949799EF063E34A2CFA0B-HEIDI.REBEL]  
**Sent:** 8/5/2022 2:29:11 PM  
**To:** Mulieri, Chris [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=298e49cef842458dad2312551ffdf184-Charles.Mul]; Jefferson, Erica [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]  
**CC:** Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]; Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Gueva]  
**Subject:** RE: Rumor Control Webpage

Wonderful—thank you!

---

**From:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Sent:** Friday, August 5, 2022 2:28 PM  
**To:** Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>  
**Cc:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Subject:** RE: Rumor Control Webpage

All – the rumor-control page is live:

<https://www.fda.gov/news-events/rumor-control>

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**From:** Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>  
**Sent:** Friday, August 5, 2022 1:36 PM  
**To:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Cc:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

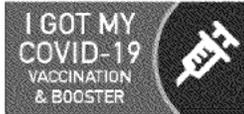
Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,  
Erica

**Erica V. Jefferson** (she/her)  
Associate Commissioner for External Affairs  
U.S. Food and Drug Administration  
Tel: 240-702-3994  
[erica.jefferson@fda.hhs.gov](mailto:erica.jefferson@fda.hhs.gov)



Executive Assistant: [Kristen.Tugwell@fda.hhs.gov](mailto:Kristen.Tugwell@fda.hhs.gov) (temporary)



---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Sent:** Thursday, August 4, 2022 3:20 PM

**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>

**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Banks, Stanice L <[Stanice.Banks@fda.hhs.gov](mailto:Stanice.Banks@fda.hhs.gov)>

**Subject:** Rumor Control Webpage

Erica – good afternoon. Please find our rumor control webpage below for your approval. Heidi and Anna have done final reviews and they are both good with the page. We will push the page live once you give us the word. Thank you!

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

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**From:** Rebello, Heidi [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=2834CE193CA949799EF063E34A2CFA0B-HEIDI.REBEL]  
**Sent:** 5/24/2023 2:10:39 PM  
**To:** Ellis, Nicole [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c6b1718d5b674bee8b5a93675aa46f54-Nicole.Elli]  
**CC:** Witters, Alicia [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=5901a9f9d0c34942bea0bd09734e732b-ALW]  
**Subject:** RE: Agenda for tomorrow's Strategic Communications Council Monthly Meeting  
**Attachments:** Comms Council Meeting 5-23-23.pptx

Hi Nicole,

We'll add Alicia to the Comms Council distribution as an alternative member representing CDRH when you are unavailable to attend.

Here's the PP slide deck from yesterday. You can contact Bessy Guevara or Jill Wasserman from my team with any questions (Bessy is (b) (6)).

Re: debt ceiling, the general sense from agency leaders is that we should avoid discussing this at this time. Dr. Califf is at external event this a.m. so there was some email traffic on this in the event he is asked about it. OMB provided a brief talking point on the issue, but it's very high level: *The precise impact on specific federal programs depend on many uncertain factors.*

Happy to discuss this further. Thanks!

---

**From:** Ellis, Nicole <Nicole.Ellis@fda.hhs.gov>  
**Sent:** Wednesday, May 24, 2023 11:00 AM  
**To:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Cc:** Witters, Alicia <Alicia.Witters@fda.hhs.gov>  
**Subject:** RE: Agenda for tomorrow's Strategic Communications Council Monthly Meeting

Hi Heidi – Is there a PPT from yesterday's meeting? Anna gave me a brief update the other day, but I'm especially interested in getting more info on the Rumor Control page and how OEA will work with the Centers on identifying topics. I'm also happy to connect directly with Bessy.

Also, would you mind adding Alicia to the recurring meeting invite? She did not receive the new invite so didn't know about yesterday's meeting so apologies there was no CDRH participation.

Lastly, we were curious if there will be any agency-level communications about the potential default and how that would/wouldn't impact FDA? There seems to be a lot of confusion internally and we were wondering if there will be any messages of reassurance that we could amplify in CDRH?

Thanks,  
Nicole

**Nicole Ellis** (*she/her/hers*)  
Associate Director of Strategic Communications

Center for Devices and Radiological Health  
Office of the Center Director  
U.S. Food and Drug Administration  
[Nicole.Ellis@fda.hhs.gov](mailto:Nicole.Ellis@fda.hhs.gov)





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**From:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Sent:** Monday, May 22, 2023 6:46 PM

**To:** Michaud, Caleb <[Caleb.Michaud@fda.hhs.gov](mailto:Caleb.Michaud@fda.hhs.gov)>; Crosby, Kathleen <[Kathleen.Crosby@fda.hhs.gov](mailto:Kathleen.Crosby@fda.hhs.gov)>; Wyllie, James-Denton <[James-Denton.Wyllie@fda.hhs.gov](mailto:James-Denton.Wyllie@fda.hhs.gov)>; McNeill, Lorrie <[Lorrie.McNeill@fda.hhs.gov](mailto:Lorrie.McNeill@fda.hhs.gov)>; Dooren, Jennifer <[Jennifer.Dooren@fda.hhs.gov](mailto:Jennifer.Dooren@fda.hhs.gov)>; DeLancey, Siobhan <[Siobhan.Delancey@fda.hhs.gov](mailto:Siobhan.Delancey@fda.hhs.gov)>; Vyas, Tonya J <[Tonya.Vyas@fda.hhs.gov](mailto:Tonya.Vyas@fda.hhs.gov)>; Ellis, Nicole <[Nicole.Ellis@fda.hhs.gov](mailto:Nicole.Ellis@fda.hhs.gov)>

**Cc:** Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Dillard, Marcheale <[Marcheale.Dillard@fda.hhs.gov](mailto:Marcheale.Dillard@fda.hhs.gov)>

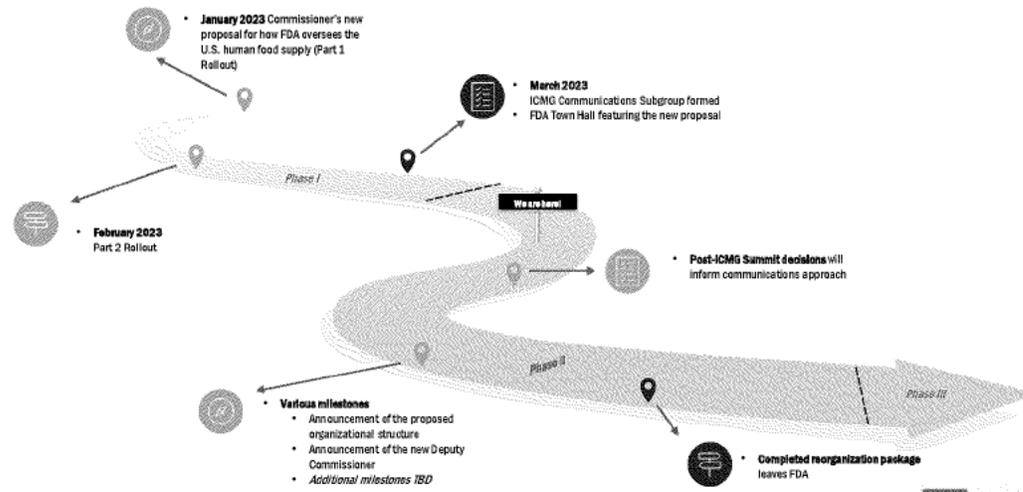
**Subject:** Agenda for tomorrow's Strategic Communications Council Monthly Meeting

Good evening,

Sharing the agenda for our next meeting of the Strategic Communications Council (5/23, 2 p.m.). Looking forward to connecting tomorrow!

Best, Heidi

# Communication Phases



# Rumor Control

Rumor Control page on fda.gov

Published on August 5, 2022

Relaunch addresses:

- Need for more plain language content
- Need more multilanguage information
- Include date of publication to authenticate and ensure quality of information
- Addresses pages dense with text
- Improves the ease of navigation

FDA

IN THIS SECTION: News & Events

← News & Events

## Rumor Control

Facebook YouTube LinkedIn Email Print

The disclosure and half-truths of misinformation and disinformation over America's response to the effectiveness of vaccines and to public health itself, through the negative impact it has on individual behavior.

That's why I've made combating misinformation one of my priorities. Providing factual info is the key to helping people make the best informed decisions about their health.

Spanish

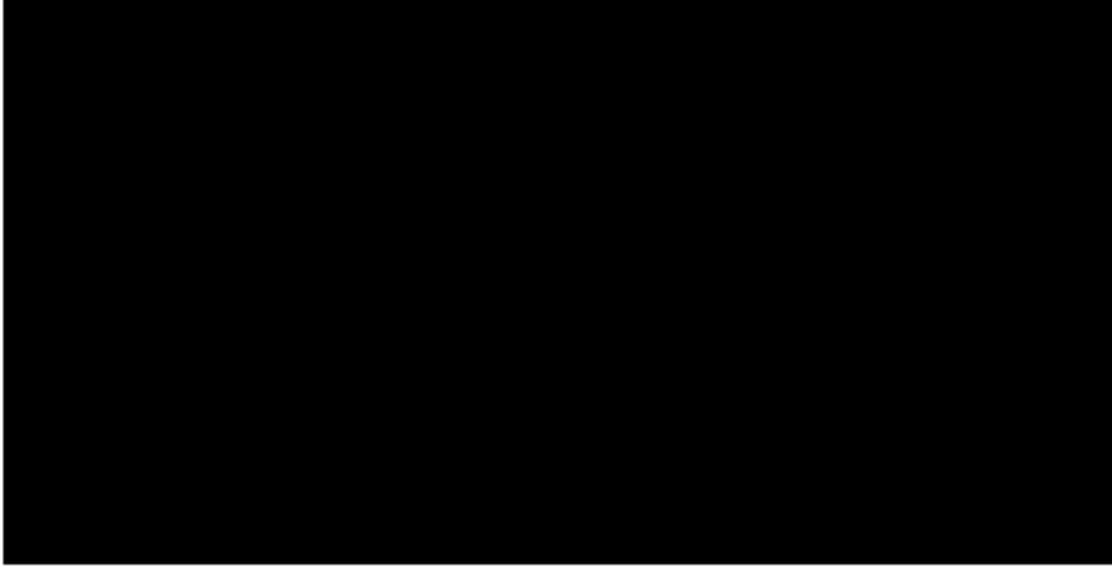
The growing spread of rumors, misinformation and disinformation about science, medicine, and the FDA, is putting patients and consumers at risk. We're here to provide the facts.

Help stop rumors from spreading by doing three easy things:

1. Don't believe the rumors.
2. Don't pass them along.
3. Get health information from trusted sources like the FDA and our government partners, such as [usa.gov/health](https://www.usa.gov/health), [coronavirus.gov](https://www.coronavirus.gov), and [vaccines.gov](https://www.vaccines.gov).

14

(15 secs)



(15 secs)

**Three (3)-month Lookahead**  
(All, 15 minutes)

## **Closing Remarks**

(Heidi Rebello, 2 minutes)

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**From:** Rebello, Heidi [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=2834CE193CA949799EF063E34A2CFA0B-HEIDI.REBEL]  
**Sent:** 6/24/2022 1:45:13 PM  
**To:** Moore, Mia \* [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b3d1181df67b40bdbb26b042ee5ac4ed-Mia.Moore]; Valerio, Alexandra \* [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=f1f827fdc6f1461b9d6591c398c3d805-Alexandra.V]  
**CC:** Sanchez-Contreras, Gloria [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c873214d26584af0a22cf4121d3630f7-Gloria.Sanc]  
**Subject:** FW: Misinformation/Disinformation OEA working Group  
**Attachments:** FINAL\_Misinformation\_Combat\_Plan\_March2022.pptx

---

**From:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Sent:** Wednesday, March 30, 2022 12:48 PM  
**To:** Felberbaum, Michael <Michael.Felberbaum@fda.hhs.gov>; Caccamo, Stephanie <Stephanie.Caccamo@fda.hhs.gov>; Capobianco, Abigail <Abigail.Capobianco@fda.hhs.gov>; Hetlage, Daniel <Daniel.Hetlage@fda.hhs.gov>; Cristinzio, Dayle <Dayle.Cristinzio@fda.hhs.gov>; Goodrich, John <John.Goodrich@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Haake, Timothy <Timothy.Haake@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Garcia, Megan <Megan.Garcia@fda.hhs.gov>; Taiwo, Wumi <wumi.taiwo@fda.hhs.gov>; Thorpe, Valarie <Valarie.Thorpe@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>  
**Cc:** Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>; Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Subject:** Misinformation/Disinformation OEA working Group

All,

As discussed, attached is the misinformation/disinformation plan presented to Dr. Califf.

Please let me know if you have any questions.

-Kindly

**Bessy Guevara**

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



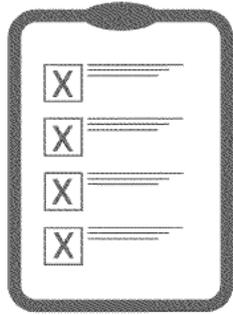
# Curbing Misinformation / Disinformation

**FDA** U.S. FOOD & DRUG  
ADMINISTRATION

Office of External Affairs

March 10, 2022  
9:30 a.m. to 10:15 a.m.

# Agenda



- **Overview & Public Trust**  
(Erica Jefferson, 5 minutes)
- **Objectives & Examples of Misinformation**  
(Erica Jefferson, 5 minutes)
- **Existing Efforts**  
(Michael Felberbaum, 2 minutes)
- **Actionable Ideas**  
(Michael Felberbaum & Brad Kimberly, 10 minutes)
- **Stakeholder Outreach**  
(Dayle Cristinzio, 5 minutes)
- **Timeline**  
(Erica Jefferson, 5 minutes)
- **Needs**  
(Erica Jefferson, 2 minutes)
- **Discussion & Next Steps**  
(All, 10 minutes)
- **Adjourn**

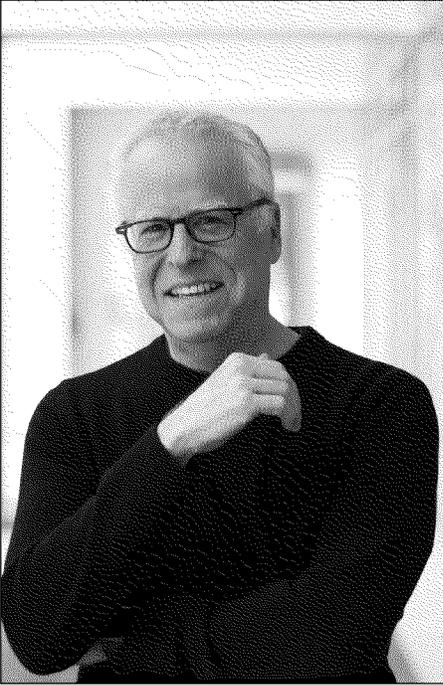
(15 secs)



## What this presentation does...

- 1 Highlights OEA efforts to combat misinformation to-date.
- 2 Presents our big ideas, including ideas for other parts of the agency
- 3 Hopefully gets us started by providing a path forward in a phased way.

(15 secs)



“ Misinformation is not like a plumbing problem you can fix. It is a social condition, like crime, that you must constantly monitor and adjust to. ”

- Tom Rosenstiel  
Author, Director of the American Press Institute  
and Senior Fellow at the Brookings Institution

Source: Pew Research Center, October 19, 2017, "The Future of Truth and Misinformation Online"

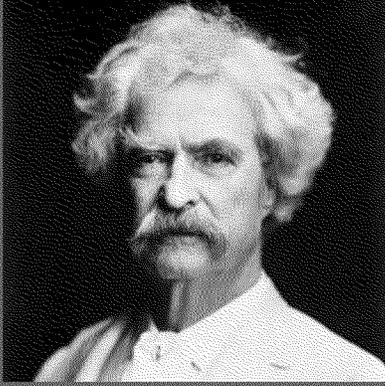


Photo: Getty  
Images

“  
It's easier to fool people than  
to convince them they have  
been fooled.”

- Mark Twain



## Risk

Misinformation/disinformation/malinformation undermines public confidence and damages the FDA's brand and reputation.



## What trust looks like for FDA

- Confidence in methodology and science
- Dependence on consistency and frequency of communications
- Fact-based communications
- Openness and transparency; public access and visibility of FDA actions, policies and scientific work



## Targeting Key Audiences

Certain populations are more vulnerable to misinformation/disinformation/malinformation and benefit from direct outreach: diverse communities, LGBTQ+, rural/underserved populations.



## Combat Efforts

Existing and actionable efforts to combat misinformation/disinformation/malinformation helps to close risk area and restore confidence.

## Objectives

- Create a process for the FDA to address misinformation across regulated areas in a **timely manner**.
- Focus efforts to combat misinformation on communication platforms where people receive information from (e.g., Twitter, YouTube, Facebook/Meta, Instagram).
- Identify opportunities for agency leaders to speak about the harm caused by misinformation/disinformation across FDA-regulated areas.
- Use existing regulatory authorities to address misleading/inaccurate information shared by FDA-regulated entities.
- Support and amplify White House and HHS efforts to combat COVID-19 misinformation and disinformation.

(15 secs)

## Misinformation Examples

FDA

“ The entire FDA should be investigated and fired over this. What this Exec from the FDA admits here is that **Big Pharma buys approvals from the FDA**. He also admits they don't have the full data on the safety of the vax. S should be the top story in (US)! ”

“ Crazy thing is that [VAERS] shows 42,000+ adverse effects including **1,200+ deaths caused by the vaccine** just in the first 3 months of use (1-Dec-20 to 29-Feb-21), and the FDA didn't withdraw it from the market! ”

“ Something really weird happened with Pfizer's vaccine clinical trial. **The FDA knew something was wrong with some of the data** and chose to do nothing. ”

“ **Covid is treatable with safe established medicines such as ivermectin**. Euthanasia is not an option for covid, no matter what your government says. ”

“ Why are we pushing an **experimental vaccine** on young kids? This is obviously political! ”

8

(15 secs)

## Existing Efforts

FDA

Work with fact checkers to correct / clarify misleading information in the news.



Amplify vaccine facts by influencers on social media.



Carry out Facts vs. Myths social media campaign focused on vaccines and therapeutics.



Identify opportunities on social media to tackle misinformation as it appears (e.g., ivermectin horse/cow tweet).



(15 secs)

## Existing Efforts

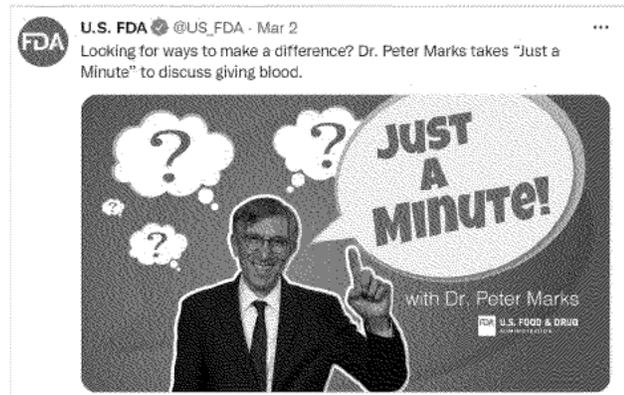
FDA

### What

- Short social media videos with FDA experts
  - Just a Minute! with Dr. Peter Marks
  - Food for Thought (Dr. Mayne)
  - FDA Checkup (Dr. Cavazzoni)

### Limiting Factors

- Production Capacity
- Senior Leader Availability



## What

- Amplify vaccine facts by influencers on social media

## Limiting Factors

- Locating non-political tweets
- Celebrity baggage



(b) (5)

(15 secs)

# Success Stories



- 1 Direct Results**  
Seen by 33.5M on Twitter
- 2 Secondary Effects**  
Featured on hundreds of news casts across the United States and around the world.
- 3 Tertiary Effects**
  - Messaging cemented into pop culture as it was featured on several late-night comedy shows.
  - Reached an otherwise unreachable audience on a massive scale and directly resulted in shutting down most ivermectin misinformation on social.

(15 secs)

# Success Stories

FDA



Please don't go sticking that #COVID19 testing swab down your throat. Use swabs as instructed: via the nose.

**U.S. FDA** @US\_FDA · Jan 7  
FACT: When it comes to at-home rapid antigen #COVID19 tests, those swabs are for your nose and not your throat. [fda.gov/medical-device...](https://www.fda.gov/medical-device...)  
Show this thread



1

## Direct Results

Seen by 481K on Twitter vs 154K of original post

2

## Secondary Effects

- Featured on major international news sites
- Influencers carry the message wider



**Michael Mina**  
@michaelmina\_lab 210.8K Followers

IMPORTANT - Please share 

Many ppl are frustrated that the @US\_FDA is telling people not to use a nasal swab as a throat swab

Don't be! You should be thanking them.

Seriously, you should. Here's why:

22

(15 secs)



(15 secs)

# Partners

Who is working on combating misinformation?

FDA

## Government/Federal



## Stakeholder Organizations



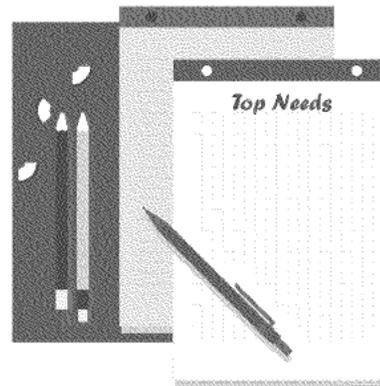
(15 secs)

(b) (5)

(15 secs)

## What We Need From You...

- 1 Support for the strategy and related tactics that OEA can implement.
- 2 Rallying the troops – securing support from the centers and offices who will need to participate in these efforts.
- 3 Alignment on timeline for OEA-led efforts.
- 4 Dedicated resources – progress will cost money.



## Discussion & Next Steps

(All, 10 minutes)

---

**From:** Helms Williams, Emily [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=873BE46F1B1A4D2B8DF3FE67137CBDC8-HELMSWILLIA]  
**Sent:** 10/13/2022 2:54:44 PM  
**To:** Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]  
**Subject:** misinfo plan?  
**Attachments:** FINAL\_Misinformation\_Combat\_Plan\_OCC copy 042622.pptx

Hi Heidi, in our call with OGPS, you mentioned a plan from OEA on misinfo that also mentioned some things outside your lane. Is that this slide deck (which Julie shared with me earlier), or is there something else? I'd like to try to take stock of the things outside the OEA realm & see where they are, and spur this onward if needed.

Thanks,  
Emily

---

**From:** Henriques, Maria [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BC46749DF13D4D62ADDF0B0C02F6E6E0-MARIA.HENRI]  
**Sent:** 5/16/2023 10:38:30 AM  
**To:** Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Gueva]; CombatMisinfoGroup [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896a741e1cc14a6db77d975c30c825c4-CombatMisin]  
**CC:** Pearson, Antewann [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=cc8d06e6452344d69c74d43f3ecf82be-Antewann.Pe]; Lewis, Paulette [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1e8bf96952444d9e9338dd5b1c9341a9-Paulette.Le]  
**Subject:** RE: GREENLIGHT: Rumor Control Webpage rollout

Hi, Team.

The GovDelivery in English has been sent.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)  
*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Sent:** Tuesday, May 16, 2023 10:18 AM  
**To:** CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>  
**Cc:** Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>; Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>  
**Subject:** RE: GREENLIGHT: Rumor Control Webpage rollout

Team,

All videos are published on Flickr: <https://www.flickr.com/photos/fdaphotos/albums/72177720308180809>. The first PSA video is available on YouTube: [https://www.youtube.com/shorts/4nA8i\\_cTtWM](https://www.youtube.com/shorts/4nA8i_cTtWM)

The homepage images linking to the new Rumor Control page are live on [fda.gov](https://www.fda.gov) and [inside FDA](#).

This is the GREENLIGHT for all other outreach to rollout as planned.

#### **Tick Tock**

*All times tentative/subject to change*

#### **DAY OF ROLLOUT**

**Tuesday, May 16**

**~9:00 a.m.**

All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

~~~9:05 a.m. WDDS publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)~~

~~Will publish FDA.gov homepage image linking to Rumor Control page (Kristin to post)~~

~~Will publish inside FDA homepage hero image linking to Rumor Control page (Anna submitted to ODT to post)~~

~~By 10:00 a.m. Submit narrative about Rumor Control page for FDA Roundup (OECS–Maria)~~

By COB - OMA will issue the FDA Roundup to include information about the new Rumor Control page

- SES will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- OECS will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- WDDS/Social will promote the first of the misinformation video PSA series

For the full list of next week's activities, please see [Rumor Control Rollout Activities_051623.docx](#)

Please let me know if you have any questions.

Thank you!

Bessy Guevara (She, her, hers)
Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration
Cell: (b) (6)
Bessy.Guevara@fda.hhs.gov



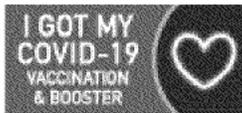
From: Kimberly, Brad [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=08BC909ED76D49868A5FF92C3C70FB72-BRADLEY.KIM]
Sent: 5/15/2023 4:17:10 PM
To: Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba76a2c614026426-Anna.Staton]; Henriques, Maria [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=bc46749df13d4d62addf0b0c02f6e6e0-Maria.Henri]; Guevara, Bessy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=58097ba8edea47afb3338e671a43dc04-Bessy.Guevara]; CombatMisinfoGroup [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=896a741e1cc14a6db77d975c30c825c4-CombatMisinfo]
Subject: RE: Rumor Control Rollout Activities

First social post will fire at 9:15a. Just wanted to give our site a chance to update properly.

Brad Kimberly

Director, Social Media

Web & Digital Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: 240-402-1002 | Cell: (b) (6)
brad.kimberly@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Monday, May 15, 2023 3:13 PM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>
Subject: RE: Rumor Control Rollout Activities

I hope/think it's the same, because that's where all the QR codes go to!

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Sent: Monday, May 15, 2023 3:07 PM
To: Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>
Subject: RE: Rumor Control Rollout Activities

Hi, all.

What is the URL for the new RC page?

Or will it remain: <https://www.fda.gov/news-events/rumor-control>

Thanks – Maria

Maria L. Henriques (she/her/hers)
Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)
Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>
Sent: Friday, May 12, 2023 5:40 PM
To: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>
Subject: RE: Rumor Control Rollout Activities

Just a quick note about the video release plan. Per the plan, the video rollout on social is staggered.

~9:00 a.m. All PSA Videos publish on Flickr (Antewann)
First PSA publishes on YouTube (Val/Sean)

By COB - **WDDS/Social** will promote the first of the misinformation video PSA series
- **Gloria** will also promote on @FDAenEspañol and issue a Breves Informativos newsletter.

Following Weeks

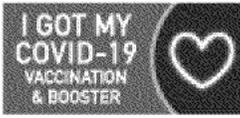
- **OECS** will maintain an editorial content calendar to rotate, add, edit content on the Rumor Control page.
- **Social media** will promote on Facebook, Twitter, Instagram, and LinkedIn. There will be a one-week gap between each video. On YouTube, the team will release each short with a two-day gap between them.

And social is releasing the misinformation videos (which provides a link to the page), but the text of the posts will be based on the descriptions on the YouTube videos. We aren't focusing on the "we updated the webpage" message. Just the misinformation message for now.

Brad Kimberly
Director, Social Media

Web & Digital Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: 240-402-1002 | Cell: (b) (6)
brad.kimberly@fda.hhs.gov





From: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>
Sent: Friday, May 12, 2023 4:43 PM
To: CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>
Subject: Rumor Control Rollout Activities

Team,

Here is the latest timeline for day-of rollout activities. For the full list of next week's activities, please see  [Rumor Control Rollout Activities_051623.docx](#)

TICK TOCK

All times tentative/subject to change

DAY OF ROLLOUT

Tuesday, May 16

~9:00 a.m. All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

~9:05 a.m. **WDDS** publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)

Navigation: Rumor Control will be listed on homepage under the RESOURCES AND PROGRAMS section, replacing "What Does FDA regulate?" Additionally, the Rumor Control page will be featured under News and Events, replacing "Public Health Focus".

Will publish FDA.gov homepage image linking to Rumor Control page (Brooke submit image to Kristin to post)

Will publish insideFDA homepage hero image linking to Rumor Control page (Anna to submit to ODT)

By 10:00 a.m. Submit narrative about Rumor Control page for FDA Roundup (OECS - Maria)

By COB

- **OMA** will issue the FDA Roundup to include information about the new Rumor Control page
- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

Please let me know if you have any questions or further changes.

Thank you!

Bessy Guevara (She, her, hers)
Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration

Cell: (b) (6)
Bessy.Guevara@fda.hhs.gov



From: Mulieri, Chris [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=298E49CEF842458DAD2312551FFDF184-CHARLES.MUL]
Sent: 8/5/2022 1:44:44 PM
To: Jefferson, Erica [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]
CC: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]; Staton, Anna [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=fa0c184a115047a6ba2c614026426-Anna.Staton]; Kimberly, Brad [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=08bc909ed76d49868a5ff92c3c70fb72-Bradley.Kim]; Walsh, Sandy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c61503c4e7884fc28b9ef6cb8f2514ec-Sandy.Walsh]
Subject: RE: Rumor Control Webpage

Thank you Erica and we will push this live.

Sandy, Anna, Brad and I are discussing additional content items to build out the page – we will keep you updated.

Also, we will definitely share through social channels and utilize a Google Adword campaign to draw eyes to the page.

Chris

From: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:36 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

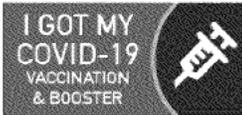
Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,
Erica

Erica V. Jefferson (shə/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: 240-702-3994
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



From: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>

Sent: Thursday, August 4, 2022 3:20 PM

To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>

Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Banks, Stanice L <Stanice.Banks@fda.hhs.gov>

Subject: Rumor Control Webpage

Erica – good afternoon. Please find our rumor control webpage below for your approval. Heidi and Anna have done final reviews and they are both good with the page. We will push the page live once you give us the word. Thank you!

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

From: Staton, Anna [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=FA0C184A115047A6BA76A2C614026426-ANNA.STATON]
Sent: 8/5/2022 1:43:35 PM
To: Jefferson, Erica [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0bc0bd0f8766484b803f584eb491ace6-Erica.Jeffe]; Mulieri, Chris [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=298e49cef842458dad2312551ffdf184-Charles.Mul]
CC: Rebello, Heidi [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2834ce193ca949799ef063e34a2cfa0b-Heidi.Rebel]
Subject: RE: Rumor Control Webpage

FYI I think Val and Brad are chatting about this. Val and I were talking about possibly using the quote graphic that's on the page as a social media graphic to introduce the page. Sound okay?

From: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>
Sent: Friday, August 5, 2022 1:36 PM
To: Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>
Cc: Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

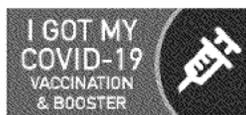
Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,
Erica

Erica V. Jefferson (she/her)
Associate Commissioner for External Affairs
U.S. Food and Drug Administration
Tel: 240-702-3994
erica.jefferson@fda.hhs.gov



Executive Assistant: Kristen.Tugwell@fda.hhs.gov (temporary)



From: [Walsh, Sandy](#)
To: [Staton, Anna](#); [Henriques, Maria](#); [Morris, Steven](#)
Subject: RE: Graphics needed for sunscreen misinformation page
Date: Tuesday, March 14, 2023 1:35:00 PM
Attachments: [image001.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)
[image015.png](#)
[image023.png](#)

Yes sounds good thanks Maria.

From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Tuesday, March 14, 2023 1:15 PM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

Works for me.

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Sent: Tuesday, March 14, 2023 1:12 PM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

That should work since it's been cleared and is online.

I can send that to CDER with OCC's edits and see if they say anything. Sound good?

Maria L. Henriques (she/her/hers)
Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)
Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Tuesday, March 14, 2023 1:08 PM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

Would this work?

From: Staton, Anna
Sent: Tuesday, March 14, 2023 1:04 PM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

(b) (5)

From: Morris, Steven <Steven.Morris@fda.hhs.gov>

Sent: Tuesday, March 14, 2023 1:03 PM

To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>

Subject: Re: Graphics needed for sunscreen misinformation page

Hi Maria,

I just need to find a sample of what OGC is talking (b) (5)

--

Steve Morris (he/him)

Visual Information Specialist

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 (b) (6)

Steven.Morris@fda.hhs.gov



From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Date: Tuesday, March 14, 2023 at 12:58 PM

To: Morris, Steven <Steven.Morris@fda.hhs.gov>, Staton, Anna <Anna.Staton@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

Hi. Not to complicate matters, but CDER's OGC added this comment about the thumbnail image yesterday:

(b) (5)

So, is this image something we want to keep and update? Or is another look for the thumbnail better? (b) (5)

Glad to discuss. – Maria

(b) (5)

Maria L. Henriques (she/her/hers)

Writer-Editor

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Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Henriques, Maria

Sent: Thursday, March 2, 2023 11:09 AM

To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

Looks good. I can share that and the 2 images with CDER as their review the text.

Thanks – Maria

Maria L. Henriques (she/her/hers)

Writer-Editor

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maria.henriques@fda.hhs.gov



From: Morris, Steven <Steven.Morris@fda.hhs.gov>

Sent: Thursday, March 2, 2023 11:01 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Subject: Re: Graphics needed for sunscreen misinformation page

(b) (5)

--
Steve Morris (he/him)
Visual Information Specialist

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U.S. Food and Drug Administration
Tel: (301) 837-7423 (b) (6)
Steven.Morris@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Date: Thursday, March 2, 2023 at 10:27 AM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>, Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

Great! Can you put that on the (b) (5)

From: Morris, Steven <Steven.Morris@fda.hhs.gov>
Sent: Thursday, March 2, 2023 10:26 AM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Subject: Re: Graphics needed for sunscreen misinformation page

Correct. [REDACTED] (b) (5)

--

Steve Morris (he/him)

Visual Information Specialist

Office of Editorial & Creative Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: (301) 837-7423 [REDACTED] (b) (6)
Steven.Morris@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>

Date: Thursday, March 2, 2023 at 10:24 AM

To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

[REDACTED] (b) (5)

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Sent: Thursday, March 2, 2023 10:23 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

Anna, [REDACTED] (b) (5)

Maria L. Henriques (she/her/hers)

Writer-Editor

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maria.henriques@fda.hhs.gov



From: Henriques, Maria

Sent: Thursday, March 2, 2023 10:20 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

Hi. Couple of thoughts:

- I like the first 2 images [REDACTED] (b) (5)

(b) (5)

Thanks – Maria

Maria L. Henriques (she/her/hers)

Writer-Editor

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maria.henriques@fda.hhs.gov



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To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>

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To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Subject: Re: Graphics needed for sunscreen misinformation page

Here is the graphic from the video and some options to review for the other 2 graphics.

A large, bold, black graphic consisting of the text "(b) (5)" centered on a light gray background. The text is enclosed in parentheses and is significantly larger than the text in the rest of the document.

(b) (5)

(b) (5)

(b) (5)

Thanks,

--

Steve Morris (he/him)
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Tel: (301) 837-7423 (b) (6)

Steven.Morris@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Date: Thursday, March 2, 2023 at 9:46 AM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>
Cc: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Subject: Graphics needed for sunscreen misinformation page

Hey Steve, can you please pull 3 image options for us for the misinformation page on sunscreen? These will be for a small thumbnail on the misinformation front page and for an image on the related sunscreen page.

(b) (5)

Thanks!!
Anna

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Sent: Thursday, March 2, 2023 9:41 AM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: sunscreen Rumor Control draft

You read my mind, Anna. (b) (5)
(attached).

Thanks – Maria

Maria L. Henriques (she/her/hers)
Writer-Editor

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U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Thursday, March 2, 2023 9:36 AM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: sunscreen Rumor Control draft

Okay, I'll have Steve look for some options. Any parameters? (b) (5)

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Sent: Thursday, March 2, 2023 9:32 AM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: sunscreen Rumor Control draft

Thank you, Anna

I looked over the art in my own files and what's already online. I think this calls for a fresh take. The current art has been repurposed so much already, and fresh ideas are in order.

Thanks – Maria

Maria L. Henriques (she/her/hers)

Writer-Editor

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maria.henriques@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Thursday, March 2, 2023 9:26 AM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: sunscreen Rumor Control draft

This is really great Maria IMO! I'll let Sandy weigh in on clearance. Should we look for some related graphics to send along too in clearance? We'll need a thumbnail graphic and a graphic for the page itself. Or is there something we're already using that you think we should re-purpose?

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Sent: Thursday, March 2, 2023 9:19 AM
To: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: sunscreen Rumor Control draft

Hi, Sandy and Anna.

The sunscreen Rumor Control draft is ready:

 [Rumor Control Sunscreen 030223.docx](#)

Do you want me to send to CDER now or have the team look at them first? Everything comes from already cleared text that's online: my own CUs and CDER's sunscreen pages.

Thanks – Maria

Maria L. Henriques (she/her/hers)

Writer-Editor

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Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: [Henriques, Maria](#)
To: [Morris, Steven](#)
Subject: RE: Graphics needed for sunscreen misinformation page
Date: Thursday, March 16, 2023 10:02:00 AM
Attachments: [image001.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)
[image015.png](#)
[image023.png](#)

Thanks – let's hope this is it

Maria L. Henriques (she/her/hers)

Writer-Editor

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Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Morris, Steven <Steven.Morris@fda.hhs.gov>
Sent: Thursday, March 16, 2023 9:57 AM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Subject: Re: Graphics needed for sunscreen misinformation page

No problem. Here you go.

--

Steve Morris (he/him)

Visual Information Specialist

Office of Editorial & Creative Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: (301) 837-7423 (b) (6)
Steven.Morris@fda.hhs.gov



From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Date: Thursday, March 16, 2023 at 9:45 AM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

OK, one more change and I think this will get us into compliance, from CDER:

(b) (5)

Maria L. Henriques (she/her/hers)

Writer-Editor

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Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Henriques, Maria

Sent: Wednesday, March 15, 2023 2:02 PM

To: Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

Thank you, Steve. I ***hope*** this passes the compliance test

Maria L. Henriques (she/her/hers)

Writer-Editor

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maria.henriques@fda.hhs.gov



From: Morris, Steven <Steven.Morris@fda.hhs.gov>

Sent: Wednesday, March 15, 2023 1:52 PM

To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Subject: Re: Graphics needed for sunscreen misinformation page

Hi Maria,

Here is the updated image. Let me know if they need any more revisions.

Thanks,

--

Steve Morris (he/him)

Visual Information Specialist

Office of Editorial & Creative Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: (301) 837-7423 (b) (6)
Steven.Morris@fda.hhs.gov





From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Date: Wednesday, March 15, 2023 at 1:21 PM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

OK, CDER took issue with the art because:

[REDACTED] (b) (5)

Steve, can you make this Plan D graphic comply by [REDACTED] (b) (5)

Maria L. Henriques (she/her/hers)
Writer-Editor

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Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Morris, Steven <Steven.Morris@fda.hhs.gov>
Sent: Wednesday, March 15, 2023 9:36 AM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Subject: Re: Graphics needed for sunscreen misinformation page

Hi Maria,

Here is the Plan D back-up image.

--

Steve Morris (he/him)
Visual Information Specialist

Office of Editorial & Creative Services
Office of External Affairs
U.S. Food and Drug Administration
Tel: (301) 837-7423 [REDACTED] (b) (6)
Steven.Morris@fda.hhs.gov



From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Date: Tuesday, March 14, 2023 at 1:18 PM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

I'll go for that and keep the other images as our Plan D!

Maria L. Henriques (she/her/hers)
Writer-Editor

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Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Tuesday, March 14, 2023 1:15 PM
To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

Works for me.

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Sent: Tuesday, March 14, 2023 1:12 PM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

That should work since it's been cleared and is online.

I can send that to CDER with OCC's edits and see if they say anything. Sound good?

Maria L. Henriques (she/her/hers)
Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)
Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Sent: Tuesday, March 14, 2023 1:08 PM
To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>
Subject: RE: Graphics needed for sunscreen misinformation page

Would this work?

From: Staton, Anna

Sent: Tuesday, March 14, 2023 1:04 PM

To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

[REDACTED] (b) (5)?

From: Morris, Steven <Steven.Morris@fda.hhs.gov>

Sent: Tuesday, March 14, 2023 1:03 PM

To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>

Subject: Re: Graphics needed for sunscreen misinformation page

Hi Maria,

I just need to find a sample of what OGC is talking [REDACTED] (b) (5)

[REDACTED]

--

Steve Morris (he/him)

Visual Information Specialist

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 [REDACTED] (b) (6)

Steven.Morris@fda.hhs.gov



From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Date: Tuesday, March 14, 2023 at 12:58 PM

To: Morris, Steven <Steven.Morris@fda.hhs.gov>, Staton, Anna <Anna.Staton@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

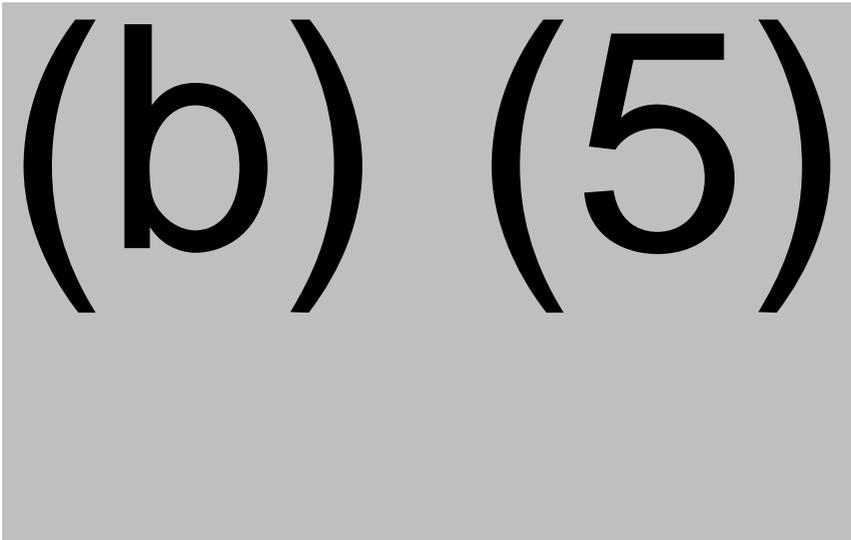
Hi. Not to complicate matters, but CDER's OGC added this comment about the thumbnail image yesterday:

[REDACTED] (b) (5)

So, is this image something we want to keep and update? Or is another look for the thumbnail better? Like [REDACTED] (b) (5)

[REDACTED]

Glad to discuss. – Maria



Maria L. Henriques (she/her/hers)

Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

maria.henriques@fda.hhs.gov



From: Henriques, Maria

Sent: Thursday, March 2, 2023 11:09 AM

To: Morris, Steven <Steven.Morris@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

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Thanks – Maria

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Writer-Editor

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Sent: Thursday, March 2, 2023 11:01 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Subject: Re: Graphics needed for sunscreen misinformation page

(b) (5)

--

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Great! Can you put that on the (b) (5)?

From: Morris, Steven <Steven.Morris@fda.hhs.gov>
Sent: Thursday, March 2, 2023 10:26 AM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>
Subject: Re: Graphics needed for sunscreen misinformation page

Correct [REDACTED] (b) (5)

--

Steve Morris (he/him)

Visual Information Specialist

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 [REDACTED] (b) (6)

Steven.Morris@fda.hhs.gov



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Date: Thursday, March 2, 2023 at 10:24 AM

To: Henriques, Maria <Maria.Henriques@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

[REDACTED] (b) (5)
[REDACTED] ?

From: Henriques, Maria <Maria.Henriques@fda.hhs.gov>

Sent: Thursday, March 2, 2023 10:23 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: RE: Graphics needed for sunscreen misinformation page

Anna, [REDACTED] (b) (5)
[REDACTED]

Maria L. Henriques (she/her/hers)

Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

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U.S. Food and Drug Administration

maria.henriques@fda.hhs.gov



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(b) (5)

Thanks – Maria

Maria L. Henriques (she/her/hers)
Writer-Editor

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maria.henriques@fda.hhs.gov



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Subject: Re: Graphics needed for sunscreen misinformation page

Here is the graphic from the video and some options to review for the other 2 graphics.

A large rectangular area with a light gray background is completely redacted. In the center of this area, the text "(b) (5)" is written in a large, bold, black font, indicating that the content has been withheld under FOIA exemption (b)(5).

(b) (5)

(b) (5)

(b) (5)

--

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Visual Information Specialist

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(b) (5)

Thanks!!
Anna

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Maria L. Henriques (she/her/hers)

Writer-Editor

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To: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>
Subject: sunscreen Rumor Control draft

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 [Rumor Control Sunscreen 030223.docx](#)

Do you want me to send to CDER now or have the team look at them first? Everything comes from already cleared text that's online: my own CUs and CDER's sunscreen pages.

Thanks – Maria

Maria L. Henriques (she/her/hers)

Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)
Office of External Affairs
U.S. Food and Drug Administration
maria.henriques@fda.hhs.gov





From: [Owens, Damian *](#)
To: [Staton, Anna](#)
Cc: [Walsh, Sandy](#); [Wolf, Ailis *](#); [Saghafi, Michelle](#); [Morris, Steven](#)
Subject: Re: Graphics for launch of new Rumor Control page and related videos
Date: Friday, May 12, 2023 10:49:11 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)

Thanks— I'll use that until told otherwise.

Damian Owens (he/him)

Multimedia Specialist

Office of External Affairs
U.S. Food and Drug Administration
Tel: 301-796-8229
damian.owens@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Date: Friday, May 12, 2023 at 10:39 AM
To: Owens, Damian * <Damian.Owens@fda.hhs.gov>
Cc: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>
Subject: RE: Graphics for launch of new Rumor Control page and related videos

Oh yes! I was thinking we'd only include part of the text. Maybe something like the following. Is this still too long? Anyone have other ideas?

(b) (5)

From: Owens, Damian * <Damian.Owens@fda.hhs.gov>
Sent: Friday, May 12, 2023 10:30 AM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>

Cc: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>; Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: Re: Graphics for launch of new Rumor Control page and related videos

Hi Anna,

Due to space restrictions for the Tile version, I won't be able to include all the elements in Steve's design, especially all the text (I doubt it could be read at that size, even if I could fit all of it). Do you know what's safe to remove?

Thanks!

Damian Owens (he/him)

Multimedia Specialist

Office of External Affairs
U.S. Food and Drug Administration
Tel: 301-796-8229
damian.owens@fda.hhs.gov



From: Owens, Damian * <Damian.Owens@fda.hhs.gov>

Date: Wednesday, May 10, 2023 at 3:45 PM

To: Staton, Anna <Anna.Staton@fda.hhs.gov>

Cc: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>

Subject: Re: Graphics for launch of new Rumor Control page and related videos

Understood Anna. I'll handle it.

Thanks!

Damian Owens (he/him)

Multimedia Specialist

Office of External Affairs
U.S. Food and Drug Administration
Tel: 301-796-8229
damian.owens@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Date: Wednesday, May 10, 2023 at 8:12 AM
To: Owens, Damian * <Damian.Owens@fda.hhs.gov>
Cc: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>
Subject: RE: Graphics for launch of new Rumor Control page and related videos

Hey Damian, there's been an additional request for a related FDA-branded email banner too. Are you able to add this to the list or would you like me to ask Antewann to draft something based on Steve's flyer and one pager? See attached email. It could say [REDACTED] (b) (5)

From: Owens, Damian * <Damian.Owens@fda.hhs.gov>
Sent: Tuesday, May 9, 2023 12:33 PM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>
Cc: Morin, Sean <Sean.Morin@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>; Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>
Subject: Re: Graphics for launch of new Rumor Control page and related videos

I can take this Anna.

Steve— let me know where I can find the files.

Thanks!

Damian Owens (he/him)

Multimedia Specialist

Office of External Affairs
U.S. Food and Drug Administration
Tel: 301-796-8229
damian.owens@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>

Date: Tuesday, May 9, 2023 at 10:56 AM

To: Owens, Damian * <Damian.Owens@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>

Cc: Morin, Sean <Sean.Morin@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Henriques, Maria <Maria.Henriques@fda.hhs.gov>, Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>, Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>

Subject: Graphics for launch of new Rumor Control page and related videos

Hey Damian, sounds like we're aiming to launch the redesigned Rumor Control page and related videos on Tuesday, 5/16/23. Are you available this week to develop 2 graphics?

- An insideFDA tile B and
- A static graphic that can be used for GovDelivery and on the FDA homepage

If you want to use some of the graphics that were developed for the videos I believe Sean and Steve have those images. (FYI Steve (b) (6) checking emails today and tomorrow morning.)

Steve, can you send Damian the related flyers you developed for SES so he has that language?

Thanks!

Anna

Anna Staton, MPA

Deputy Director

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

Anna.Staton@fda.hhs.gov



From: [Morris, Steven](#)
To: [Owens, Damian *](#); [Staton, Anna](#)
Cc: [Morin, Sean](#); [Walsh, Sandy](#); [Henriques, Maria](#); [Leggin, Brooke](#); [Wolf, Ailis *](#); [Saghafi, Michelle](#)
Subject: Re: Graphics for launch of new Rumor Control page and related videos
Date: Tuesday, May 9, 2023 2:35:39 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)

Hi Damian,
I'll send you the files when I get home this afternoon.
Thanks,
Steve

Get [Outlook for iOS](#)

From: Owens, Damian * <Damian.Owens@fda.hhs.gov>
Sent: Tuesday, May 9, 2023 12:33:09 PM
To: Staton, Anna <Anna.Staton@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>
Cc: Morin, Sean <Sean.Morin@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>; Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>
Subject: Re: Graphics for launch of new Rumor Control page and related videos

I can take this Anna.

Steve— let me know where I can find the files.

Thanks!

Damian Owens (he/him)

Multimedia Specialist

Office of External Affairs
U.S. Food and Drug Administration
Tel: 301-796-8229
damian.owens@fda.hhs.gov



From: Staton, Anna <Anna.Staton@fda.hhs.gov>
Date: Tuesday, May 9, 2023 at 10:56 AM
To: Owens, Damian * <Damian.Owens@fda.hhs.gov>, Morris, Steven

<Steven.Morris@fda.hhs.gov>

Cc: Morin, Sean <Sean.Morin@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Henriques, Maria <Maria.Henriques@fda.hhs.gov>, Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>, Wolf, Ailis * <Ailis.Wolf@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>

Subject: Graphics for launch of new Rumor Control page and related videos

Hey Damian, sounds like we're aiming to launch the redesigned Rumor Control page and related videos on Tuesday, 5/16/23. Are you available this week to develop 2 graphics?

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- A static graphic that can be used for GovDelivery and on the FDA homepage

If you want to use some of the graphics that were developed for the videos I believe Sean and Steve have those images. (FYI Steve [REDACTED] (b) (6) checking emails today and tomorrow morning.)

Steve, can you send Damian the related flyers you developed for SES so he has that language?

Thanks!

Anna

Anna Staton, MPA

Deputy Director

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & [REDACTED] (b) (6)

Anna.Staton@fda.hhs.gov

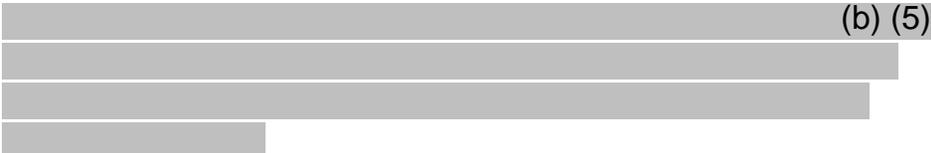


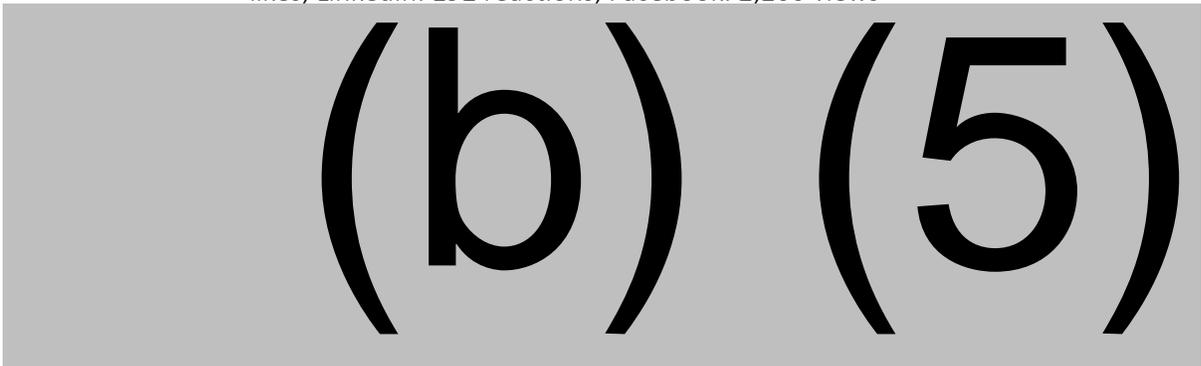
From: [Wolf, Ailis *](#)
To: [Walsh, Sandy](#)
Cc: [Staton, Anna](#); [Saghafi, Michelle](#)
Subject: Agenda for our weekly check-in call
Date: Thursday, May 18, 2023 10:29:32 AM
Attachments: [image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)

Hi Sandy –

Here is an agenda for our meeting today. Please let me know if you have anything else to add.

Updates

- Admin
 - Brilliant scheduled leave for spring/summer
 (b) (6)
- Video
 - Animation projects
 - Meal kit safety video – Ailis sent script with visuals added and CFSAN/OFPR approved. Anna to send to Heidi/Erica and OCC.
 - Additional animated videos
 -  (b) (5)
once meal kit video rough cut is done to discuss.
 -  (b) (5)
 - Motion graphics
 -  (b) (5)
 - Blood guidance motion graphic – COMPLETE English and Spanish - and has been getting great SM engagement,
 - English mogfx one week stats – Twitter: 255,900 views, Instagram: 907 likes, LinkedIn: 192 reactions, Facebook: 2,200 views

 (b) (5)

(b) (5)

- Pre-recorded remarks
 - Dr. Califf remarks for FDLI, Annual OCC Office-wide Training Event & FNIH Board of Directors Meeting (3 total events) – COMPLETE
 - Dr. Califf's Remarks for the Data and Safety Monitoring Boards Academy Pilot Workshop – Recording on 6/5.

- Graphics
 - Meal kit safety video – Damian to develop art once script is cleared.
 - New Way Forward Industry Stakeholder Call – Damian to develop.
 - New Commissioner Statement template for Brad – Damian shared a draft with Brad on 5/4 and Brad liked it but he may develop other options if there is time.
 - SES banner – Damian sent drafts on 4/4. Still awaiting feedback.
 - [REDACTED] (b) (5)
 - Blood guidance set of social media graphics – COMPLETE
 - AANHPI Month graphic with former employee – COMPLETE
 - Graphics for launch of new Rumor Control page – COMPLETE

- Cross-functional
 - FDA Visual Identity - Late spring/early summer launch of VI 2.0.
 - Damian will start on the templates once he is clear of other urgent projects.

Thanks,
Ailis

Ailis Wolf (she/her/hers)

Project Manager, Creative Services/Visual Communications

Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-4685 | Mobile [REDACTED] (b) (6)

ailis.wolf@fda.hhs.gov



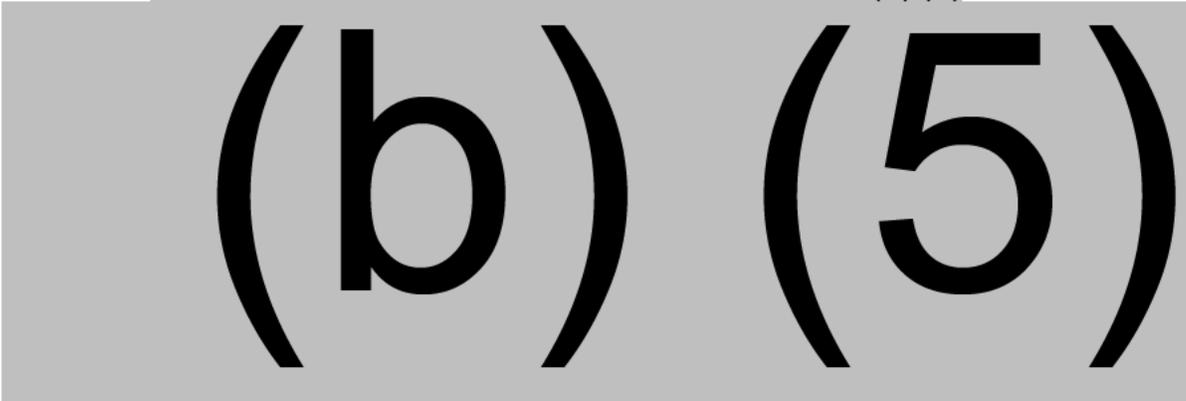
From: [Wolf, Ailis *](#)
To: [Staton, Anna](#); [Walsh, Sandy](#); [Saghafi, Michelle](#)
Subject: Agenda for our weekly check-in call
Date: Thursday, May 11, 2023 10:32:40 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)

Hi Michelle, Anna and Sandy –

Here is an agenda for our meeting today. Please let me know if you have anything else to add.

Updates

- Admin
 - Brilliant scheduled leave for spring/summer
 (b) (6)
- Video
 - Animation projects
 - Meal kit safety video – Sean and Ailis provided suggested edits for the script and Mark to review today. Damian will likely develop the art.
 - Additional animated videos - Ailis and team will have a call with Bronson to discuss the meal kit video and CU hot topics Michelle shared.
 -  (b) (5)
 - Motion graphics
 -  (b) (5)
 - Blood guidance motion graphic – English is complete. Mark developing Spanish.
 -  (b) (5)



- Pre-recorded remarks
 - Dr. Califf remarks for FDLI, Annual OCC Office-wide Training Event & FNIH Board of Directors Meeting (3 total events) – Recording on 5/12.
 - These have been pushed several times and now have to all be done on

the same day and be turned around the same day. Can we politely bring up to Chrisy again that we really need more lead time? I know we're subject to Dr. Califf's schedule but a few times recently when delays have happened, it is because the remarks were not properly vetted or he was not provided with the details he needs and it seems like that could be avoided. Maybe we need to plan recordings to be done even earlier to manage this risk?

- Dr. Califf's Remarks for the Data and Safety Monitoring Boards Academy Pilot Workshop – Recording on 6/5.

- Graphics

- Blood guidance set of social media graphics – COMPLETE
- AANHPI Month graphic with former employee – Damian to develop.
- Graphics for launch of new Rumor Control page – Damian to develop an insideFDA tile B, a static graphic that can be used for GovDelivery and on the FDA homepage, and an email banner. Page launch is 5/16.
- New Commissioner Statement template for Brad – Damian shared a draft with Brad on 5/4 and Brad liked it but he may develop other options if there is time.
- SES banner – Damian sent drafts on 4/4. Still awaiting feedback.
- [REDACTED] (b) (5)

- Cross-functional

- FDA Visual Identity - Late spring launch of VI 2.0.
 - Damian will start on the templates once he is clear of other urgent projects.

Thanks,
Ailis

Ailis Wolf (she/her/hers)

Project Manager, Creative Services/Visual Communications

Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-4685 | Mobile: 240-678-6991

ailis.wolf@fda.hhs.gov



From: [Guevara, Bessy](#)
To: [Walsh, Sandy](#); [Staton, Anna](#); [Leggin, Brooke](#); [Henriques, Maria](#)
Subject: Check in: Rumor Control
Date: Monday, January 23, 2023 10:26:27 AM
Attachments: [image001.png](#)
[image008.png](#)

Good morning team,

Checking in.

I saw from other emails that we're expecting a draft to a new Vaping section of facts this week. Do we have a status on dietary supplements?

I think it would be ideal if we could get something up by end of February. Here's why: According to our observances calendar, March observances include National Nutrition Month, National Consumer Protection Week and Patient Safety Awareness Week. We can leverage what we decide to publish on vaping and supplements and spotlight them and related content in the Web redesign. Social team can then promote accordingly.

| | |
|-------|--|
| March | National Nutrition Month - Wumi
National Consumer Protection Week
Patient Safety Awareness Week |
|-------|--|

Additionally, as we look to make updates to the rumor control page, I thought I'd share some observations as to how other orgs. title false info/rumors.

USA Today

[Fact check: No, Australian High Court hasn't banned COVID-19 vaccines for children](#)

[Fact check: False claim former FDA Commissioner Stephen Hahn was arrested for treason](#)

Bulleting Intelligence

[PolitiFact Finds DeSantis Claim That Bivalent Boosters Increase Chances Of COVID-19 Infection Is False.](#)

[USA Today: Claim That Former FDA Commissioner Was Arrested For Treason Is False.](#)

I'm not suggesting we need to change how we write the facts, but sharing in case we decide we need to.

[Redacted] (b) (5)
[Redacted]

Bessy Guevara (She, her, hers)

Rollout Coordinator, Office of External Affairs

U.S. Food and Drug Administration

Cell: (b) (6)
Bessy.Guevara@fda.hhs.gov



From: [Walsh, Sandy](#)
To: [Leggin, Brooke](#); [Guevara, Bessy](#); [Henriques, Maria](#); [Staton, Anna](#)
Cc: [Sanchez-Contreras, Gloria](#)
Subject: Cleared - New dietary supplements section and COVID for Rumor Control page
Date: Tuesday, February 21, 2023 10:39:00 AM
Attachments: [Rumor Control Dietary Supplements CFSAN cleared 022123.docx](#)
[Covid rumors CBER cleared 022123.docx](#)

Hi,

Here is the Center-cleared Rumor Control content for 2 of the 3 “hot topics” -- **COVID** and **Dietary Supplements** - As noted we’re waiting for CTP to finish review of the Vaping information. (Copying Gloria as an FYI but noting this is not yet final.) I recommend we run all of this by OCC when it is all cleared, then should proofread it all well and make sure it is all formatted the same to make it as easy as possible for Kristin.

Bessy, do you have a SP you want to add these to, with all the RC materials?

Thank you.

Thumbnail image for landing page:



Rumor Control: Dietary Supplements

If you take any vitamins or minerals, you are likely using a dietary supplement. Before you decide to take a supplement, you should know that the FDA does not approve dietary supplements for safety and effectiveness or their labeling before they are sold to the public.

Dietary supplement companies are responsible for ensuring that their products are safe and accurately labeled.



Dietary Supplement Facts

Fact: There are benefits and risks of taking dietary supplements.

More Information: Dietary supplements can play a role in improving or maintaining your overall health. Some supplements can help you meet your daily requirements of essential nutrients. Dietary supplements can also have health risks, interact with medications, or interfere with lab tests.

Bottom Line: Before buying or using a dietary supplement, read the product label and talk with a doctor, pharmacist, or other health care professional about any medications you are taking and your overall health. They can help you decide which supplements are right for you.

Fact: Vitamins, minerals, herbs, and other dietary supplements are not FDA-approved to treat or prevent disease.

More Information: The FDA does not approve dietary supplements for any purpose. Also, dietary supplements cannot make claims to treat, diagnose, prevent, or cure diseases. Only FDA-approved medicines, prescription or over-the-counter, can make claims like these.

Bottom Line: If a supplement promises a cure or quick fix for a health problem, it is probably too good to be true. Report concerning products to the FDA at [FDA Health Fraud Scams](#).

Fact: The FDA does not generally review dietary supplements before they are sold to consumers.

More Information: Dietary supplements are regulated by the FDA, but much of our role begins after products enter the marketplace. In fact, in many cases, companies can produce and sell dietary supplements without even notifying the FDA. The FDA works to ensure that dietary supplements are safe, well-manufactured, and accurately labeled and is responsible for enforcing the laws and regulations governing dietary supplements.

Bottom Line: If a product is found to be unsafe or not otherwise in compliance with the law, the FDA can work with the company to bring the product into compliance or possibly remove it from the market.

Fact: Anyone can report a complaint, concern, or problem related to dietary supplements to the FDA.

More Information: If you think you have suffered a health-related reaction or illness from a dietary supplement, you should contact your health care provider immediately. It is particularly important to report dietary supplement health-related reactions or illnesses (also known as adverse events) to the FDA, so we can evaluate the risks and take action, if necessary, to protect others from possibly unsafe products.

Bottom Line: You can report adverse events from a dietary supplement to the FDA through the [Safety Reporting Portal](#) so we can act to protect the public from unsafe products.

For More Information: <https://www.fda.gov/food/dietary-supplements>

<https://www.fda.gov/food/information-consumers-using-dietary-supplements/supplement-your-knowledge>

Thumbnail for landing page



NOTE: This version has been edited and condensed from what's online.

COVID-19 Facts

(b) (5)

(b) (5)

(b) (5)

From: [Staton, Anna](#)
To: [Guevara, Bessy](#); [Henriques, Maria](#); [Leggin, Brooke](#)
Cc: [Walsh, Sandy](#)
Subject: Draft misinfo video
Date: Tuesday, February 14, 2023 8:02:36 PM

FYI

From: Staton, Anna
Sent: Tuesday, February 14, 2023 8:00 PM
To: Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>; Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>
Cc: Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Morin, Sean <Sean.Morin@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>
Subject: RE: FOR REVIEW: Draft video scripts on misinfo

Sean has completed the first video in the misinformation series. We sent it to OCC so they can see the final product and check for any red flags. (Even though they cleared the scripts, there's a lot of text on screen we wanted them to be aware of.) Sending along for your awareness too.

https://fda-my.sharepoint.com/:v/g/personal/sean_morin_fda_gov/EZVwVnWUjwJFuQi1HvWT4mQB9hq4FqMzRVkhfZq245mXSw

Capobianco, Abigail

From: Jefferson, Erica
Sent: Wednesday, May 17, 2023 2:24 PM
To: Guevara, Bessy; CombatMisinfoGroup
Cc: Pearson, Antewann; Lewis, Paulette
Subject: RE: GREENLIGHT: Rumor Control Webpage rollout

Hi all,

I just wanted to send this group a note of thanks again for all your work “relaunching” the Rumor Control page. I know this work is incredibly difficult and not always clearly defined, but the team’s creativity and thoughtfulness addressing topics that will be most impactful to improving and protecting public health is greatly appreciated.

Keep up the great work!

Erica

Erica V. Jefferson (she/her)

Associate Commissioner for External Affairs

U.S. Food and Drug Administration

Tel: 240-702-3994

erica.jefferson@fda.hhs.gov



From: Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>
Sent: Tuesday, May 16, 2023 10:18 AM
To: CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>
Cc: Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>; Lewis, Paulette <Paulette.Lewis@fda.hhs.gov>
Subject: RE: GREENLIGHT: Rumor Control Webpage rollout

Team,

All videos are published on Flickr: <https://www.flickr.com/photos/fdaphotos/albums/72177720308180809>. The first PSA video is available on YouTube: https://www.youtube.com/shorts/4nA8i_cTtWM

The homepage images linking to the new Rumor Control page are live on [fda.gov](https://www.fda.gov) and [inside FDA](#).

This is the GREENLIGHT for all other outreach to rollout as planned.

TICK TOCK

All times tentative/subject to change

DAY OF ROLLOUT

Tuesday, May 16

~9:00 a.m. ————— All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

~~~9:05 a.m. WDDS publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)~~

~~Will publish FDA.gov homepage image linking to Rumor Control page (Kristin to post)~~

~~Will publish insideFDA homepage hero image linking to Rumor Control page (Anna submitted to ODT to post)~~

~~By 10:00 a.m. Submit narrative about Rumor Control page for FDA Roundup (OECS - Maria)~~

**By COB**

- **OMA** will issue the FDA Roundup to include information about the new Rumor Control page
- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

For the full list of next week's activities, please see [📄 Rumor Control Rollout Activities 051623.docx](#)

Please let me know if you have any questions.

Thank you!

**Bessy Guevara (She, her, hers)**

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



## Alicea-Rivera, Esteban

---

**From:** Alicea-Rivera, Esteban  
**Sent:** Wednesday, August 17, 2022 9:56 AM  
**To:** Mulieri, Chris  
**Cc:** Braithwaite, Sonia  
**Subject:** RE: Update to rumor control site

Done and published. It's live.

Thanks!

---

**From:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Sent:** Wednesday, August 17, 2022 9:42 AM  
**To:** Alicea-Rivera, Esteban <Esteban.Alicea-Rivera@fda.hhs.gov>  
**Cc:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
**Subject:** FW: Update to rumor control site

Este – could you please do the below? Thanks.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, August 17, 2022 9:36 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** Update to rumor control site

Hi - can you please delete the highlighted sentence below? HHS has archived this video.

### **Yes, all COVID-19 vaccines are free from metals, eggs, latex and gelatin.**

All FDA-approved and authorized COVID-19 vaccines contain ingredients needed to trigger your body's natural immune response and help protect you from severe illness or death from COVID-19. None of the COVID-19 vaccines contain eggs, gelatin, latex – or any metals.

Here's what else they don't have: any live virus. In fact, the active ingredient in three of the vaccines is a piece of genetic material that leads the body to briefly make a protein and generate a strong immune response that protects a vaccinated person against COVID-19. Another vaccine contains a spike protein made in insect cells, and is combined with an adjuvant to enhance the immune response in vaccinated persons. **To learn more about the ingredients in the COVID-19 vaccines, view this video: [Ask an Expert: What Are the Ingredients in the COVID Vaccines?](#)**

There are some other components in the vaccines as well, such as lipids, salts and as mentioned above one vaccine includes an adjuvant that contains saponin extracts from bark of the Soapbark tree. But certainly no microchips. If you still have questions or concerns, talk to your health care provider.

Thank you.

Sandy

## Alicea-Rivera, Esteban

---

**From:** Alicea-Rivera, Esteban  
**Sent:** Thursday, August 4, 2022 3:18 PM  
**To:** Mulieri, Chris  
**Subject:** RE: Rumor Control Web Page

Sounds good. I'll wait for the greenlight from you.

---

**From:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Sent:** Thursday, August 4, 2022 3:17 PM  
**To:** Alicea-Rivera, Esteban <Esteban.Alicea-Rivera@fda.hhs.gov>  
**Subject:** RE: Rumor Control Web Page

Thank you Este! We might push it live once Erica approves.

---

**From:** Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 3:16 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Web Page

The new titles have been added to the videos:

<http://wcms-internet.fda.gov/news-events/rumor-control>

Thanks!

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 1:56 PM  
**To:** Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Web Page

I think it looks good.

---

**From:** Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 12:21 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Web Page

Yeah. Let me make a test one and send it to you before we do all six.

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 12:16 PM  
**To:** Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Web Page

Este – can we just do the text above the thumbnail thing?

---

**From:** Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 11:58 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Web Page

Those don't work on our page. I'll check something else out.

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 11:41 AM  
**To:** Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>  
**Subject:** FW: Rumor Control Web Page

Este – please see below from Brad. Maybe try the 1<sup>st</sup> option and see if it works.

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 11:36 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Web Page

controls=0

in the YouTube embed parameters should remove the player controls including the icon.

Or

modestbranding

This parameter lets you use a YouTube player that does not show a YouTube logo. Set the parameter value to 1 to prevent the YouTube logo from displaying in the control bar. Note that a small YouTube text label will still display in the upper-right corner of a paused video when the user's mouse pointer hovers over the player.

### Brad Kimberly

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 11:15 AM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** FW: Rumor Control Web Page

Any chance you know the answer to Heidi's question? Not sure what else to do other than add the text of the question above each thumbnail.

---

**From:** Staton, Anna

**Sent:** Thursday, August 4, 2022 11:14 AM

**To:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: Rumor Control Web Page

Chris, do you know if there's a way to make the play icons more transparent so more of the question shows through? I'm honestly not sure.

---

**From:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Sent:** Thursday, August 4, 2022 11:01 AM

**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: Rumor Control Web Page

This looks good to me. Erica should okay as well. Hopefully we can update his photo when we have more options later this month (Anna's team is working to schedule another photo shoot with him soon).

One last thing: the videos don't easily show the topic or question with the button obstructing some of the words. Is there a way to have the topic pop up if you hover over the video? Not sure this is option and not a dealbreaker.

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Sent:** Thursday, August 4, 2022 10:44 AM

**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** Rumor Control Web Page

Erica and Heidi,

Good morning. Here is a fully-coordinated first-iteration Rumor Control web page for your review/approval. With your approval, we will go live with this initial version and then add content in the coming weeks to keep the page fresh. Thank you.

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

## Alicea-Rivera, Esteban

---

**From:** Mulieri, Chris  
**Sent:** Wednesday, August 3, 2022 12:02 PM  
**To:** Alicea-Rivera, Esteban  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

Thank you.

---

**From:** Alicea-Rivera, Esteban <Esteban.Alicea-Rivera@fda.hhs.gov>  
**Sent:** Wednesday, August 3, 2022 10:59 AM  
**To:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

Done and ready for review.

<http://wcms-internet.fda.gov/news-events/rumor-control>

---

**From:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Sent:** Wednesday, August 3, 2022 10:23 AM  
**To:** Alicea-Rivera, Esteban <Esteban.Alicea-Rivera@fda.hhs.gov>  
**Subject:** FW: Edits for Rumor Control Page from OCC & CBER

Este – when you have time could you please make these edits?

<http://wcms-internet.fda.gov/news-events/rumor-control>

---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Wednesday, August 3, 2022 8:55 AM  
**To:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

Shana found two edits that need to be made please:

1. In the first statement re: pesticides, there is inconsistency in capitalization of vaccine. **Yep, need to capitalize that.**  
**No, the Moderna COVID-19 Vaccine doesn't contain pesticides.**  
The Moderna COVID-19 **Vaccine** does not contain pesticides.  
In fact, the ingredients for the FDA-authorized Moderna COVID-19 Vaccine and the FDA-approved Spikevax are listed in the product labeling for each product, and the vaccines do not include any pesticides.
2. In the pregnancy section, "healthcare" is one word. OEA style says two words, even as an adjective: **Yep, need to edit to add space.**  
**Yes, pregnant and breastfeeding people can receive a COVID-19 vaccine.**  
If you are pregnant or breastfeeding, [you can receive a COVID-19 vaccine](#) and should discuss the potential benefits and risks of vaccination with your **health care** provider.

---

**From:** Staton, Anna  
**Sent:** Wednesday, August 3, 2022 7:13 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

Thanks! I'll have a writer review today.

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 2:40 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

Anna – we have made the edits so please review here:

<http://wcms-internet.fda.gov/news-events/rumor-control>

Question – are the video thumbnails correct on this version? Thank you.

Chris

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 11:05 AM  
**To:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

(b) (5)

Once we have a final draft of the page ready we can have a writer do a copyedit. Chris, just let us know when it's ready.

Thanks!  
Anna

---

**From:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 10:50 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

(b) (5)

(b) (5)

The whole section should be copyedited. Some of the statements are missing periods (e.g., first two).

(b) (5)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 7:40 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** Edits for Rumor Control Page from OCC & CBER

Hi Kristin,

Attached are the OCC, and related CBER, edits for the Rumor Control page. Please let me know if there are any concerns.

Thanks!  
Anna

**Anna Staton, MPA**  
*Deputy Director*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-796-5758 & (b) (6)  
[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Nolan, Kenneth](#)  
**To:** [Guevara, Bessy](#); [Wasserman, Jill](#)  
**Cc:** [Rebello, Heidi](#)  
**Subject:** RE: Possible Enhancements to Misinformation Fact Sheet  
**Date:** Wednesday, May 17, 2023 5:40:00 PM  
**Attachments:** [How WE can ID-address misinformation QR.pdf](#)  
[image001.png](#)  
[image007.png](#)

---

Awesome and thank you, Bessy.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Wednesday, May 17, 2023 5:37 PM  
**To:** Nolan, Kenneth <[Kenneth.Nolan@fda.hhs.gov](mailto:Kenneth.Nolan@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: Possible Enhancements to Misinformation Fact Sheet

Thank you!

The team did create a version with a QR code. Please see attached. This was originally developed for employees and then found it to be a useful tool for external audiences after all.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**  
Cell: (b) (6)  
[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Nolan, Kenneth <[Kenneth.Nolan@fda.hhs.gov](mailto:Kenneth.Nolan@fda.hhs.gov)>  
**Sent:** Wednesday, May 17, 2023 4:40 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** Possible Enhancements to Misinformation Fact Sheet

Hi Bessy,

It was great seeing you on Monday and thank you for sharing with me the Misinformation fact sheet

efforts.

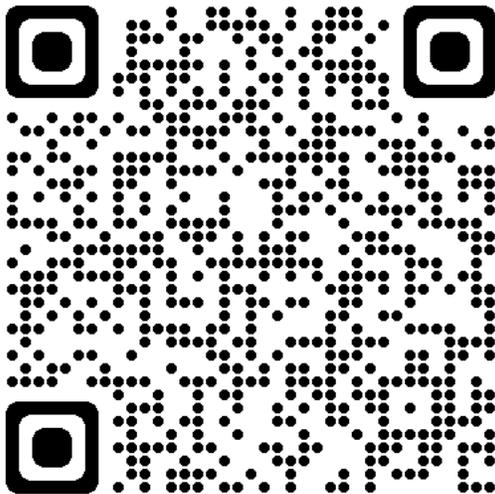
As requested, I have updated the [FDA Speaker Toolkit](#) to provide hyperlinks to the [Misinformation fact sheet](#) as well as the [Rumor Control site](#).

It appears the fact sheet is formatted as a pdf to be distributed as a stand-alone document to our stakeholders as a part of our Rumor Control efforts.

To enhance branding of the fact sheet, as a generalist, I offer the following observations and recommendations, for your further consideration:

- relocate the FDA logo to the upper-left hand corner of the document
- insert either <https://www.fda.gov/news-events/rumor-control> url or embed the QR code (displayed below) on the fact sheet.

**FDA Rumor Control QR Code**



Thank you.

Ken

(b) (5)

(b) (5)

(b) (5)

**From:** [MacRoberts, Matthew](#)  
**To:** [Henriques, Maria](#)  
**Subject:** RE: PLS PROOF: Rumor Control: Learn and Share FDA Facts: TEST  
**Date:** Tuesday, May 16, 2023 10:02:00 AM  
**Attachments:** [image001.png](#)

---

Everything looks good. All links work.

My only observation about the banner is the QR code.

- If a person has the email what is the QR code for?
- If the intent is to have it available as a resource for people to share on their own platforms, it would be better to have it as a hi-rez image in the body somewhere they can then copy and paste into their own communications. Embedding it into the banner limits the shareability of the code.

**Matthew MacRoberts**

*Writer/Editor*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office:

Mobile: (b) (6)

[matthew.macroberts@fda.hhs.gov](mailto:matthew.macroberts@fda.hhs.gov)

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Tuesday, May 16, 2023 9:55 AM  
**To:** Potash, Shana <Shana.Potash@fda.hhs.gov>; MacRoberts, Matthew <Matthew.MacRoberts@fda.hhs.gov>  
**Subject:** PLS PROOF: Rumor Control: Learn and Share FDA Facts: TEST  
**Importance:** High

Hi, Team. Could someone please proof the email below for typos and broken links.

If you see anything funky about the banner and art, please let me know. We're building the plane as we fly it this morning.

Thanks – Maria

**Maria L. Henriques (she/her/hers)**

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** U.S. Food and Drug Administration <[usfda@public.govdelivery.com](mailto:usfda@public.govdelivery.com)>

**Sent:** Tuesday, May 16, 2023 9:53 AM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** Rumor Control: Learn and Share FDA Facts: TEST

If your email program has trouble displaying this email, [view as a webpage](#).

rumor control



## Rumor Control: Learn and Share FDA Facts



The growing spread of rumors, misinformation and disinformation about science, medicine and the FDA is putting patients, consumers and their families at risk. We are here to provide the facts.

Keep yourself – along with your family, friends and community – safe by distinguishing between rumors and facts about COVID-19, sunscreen and dietary supplements.

Get the facts and learn about what the FDA does for you every day.



[Manage Subscriptions](#) | [Unsubscribe All](#) | [Help](#)

---

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**From:** [Henriques, Maria](#)  
**To:** [MacRoberts, Matthew](#)  
**Subject:** RE: PLS PROOF: Rumor Control: Learn and Share FDA Facts: TEST  
**Date:** Tuesday, May 16, 2023 10:08:06 AM  
**Attachments:** [image001.png](#)

---

Thanks for proofing.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** MacRoberts, Matthew <Matthew.MacRoberts@fda.hhs.gov>  
**Sent:** Tuesday, May 16, 2023 10:05 AM  
**To:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** RE: PLS PROOF: Rumor Control: Learn and Share FDA Facts: TEST

Just a follow-up thought to the QR code observation. (b) (5)

**Matthew MacRoberts**

*Writer/Editor*

Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration

Office:

Mobile: (b) (6)

[matthew.macroberts@fda.hhs.gov](mailto:matthew.macroberts@fda.hhs.gov)

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 9:55 AM  
**To:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** PLS PROOF: Rumor Control: Learn and Share FDA Facts: TEST  
**Importance:** High

Hi, Team. Could someone please proof the email below for typos and broken links.

If you see anything funky about the banner and art, please let me know. We're building the plane as

we fly it this morning.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** U.S. Food and Drug Administration <[usfda@public.govdelivery.com](mailto:usfda@public.govdelivery.com)>

**Sent:** Tuesday, May 16, 2023 9:53 AM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

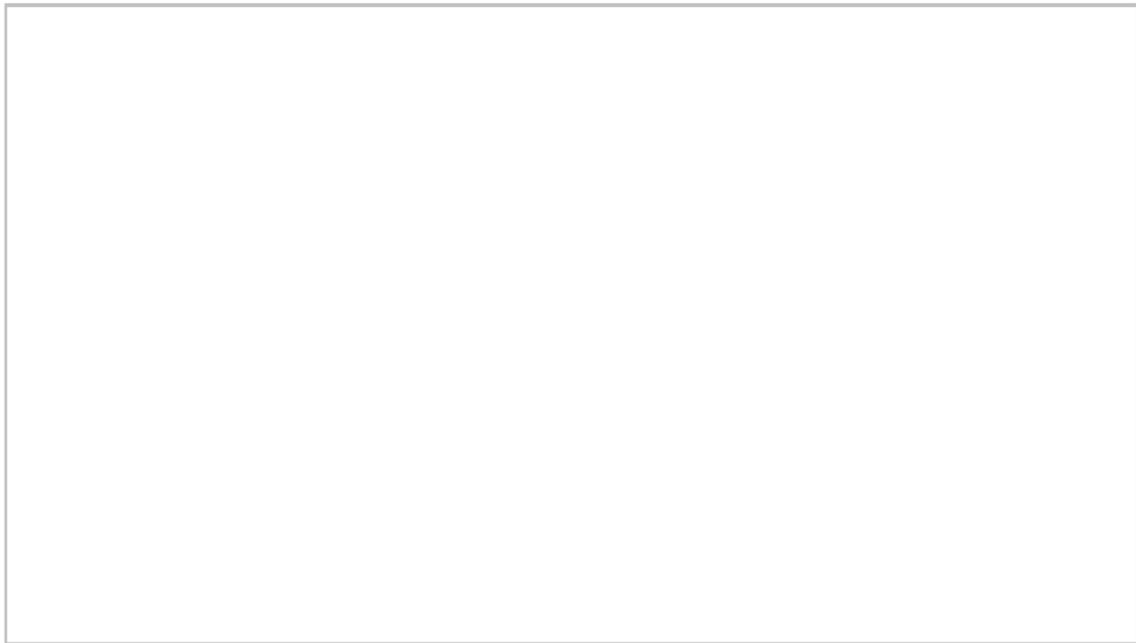
**Subject:** Rumor Control: Learn and Share FDA Facts: TEST

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rumor control



## Rumor Control: Learn and Share FDA Facts



The growing spread of rumors, misinformation and disinformation about science, medicine and the FDA is putting patients, consumers and their families at risk. We are here to provide the facts.

Keep yourself – along with your family, friends and community – safe by distinguishing between rumors and facts about COVID-19, sunscreen and dietary supplements.

Get the facts and learn about what the FDA does for you every day.



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**From:** [U.S. Food and Drug Administration](#)  
**To:** [MacRoberts, Matthew](#); [Cooper, Mildred](#); [Walsh, Sandy](#); [Braithwaite, Sonia](#); [Henriques, Maria](#); [Saghafi, Michelle](#);  
[Alicea-Rivera, Esteban](#); [Leggin, Brooke](#); [Potash, Shana](#); [Hollis, Nicole](#); [Sanchez-Contreras, Gloria](#)  
**Subject:** Courtesy Copy: Rumor Control: Learn and Share FDA Facts  
**Date:** Tuesday, May 16, 2023 10:44:36 AM

---

**This is a courtesy copy of an email bulletin sent by Maria Henriques.**

**This bulletin was sent to the following groups of people:**

Subscribers of FDA Consumer Updates (179181 recipients)

---

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[rumor control](#)



**Rumor Control: Learn and Share FDA Facts**



The growing spread of rumors, misinformation and disinformation about science, medicine and the FDA is putting patients, consumers and their families at risk. We are here to provide the facts.

Keep yourself – along with your family, friends and community – safe by distinguishing between rumors and facts about COVID-19, sunscreen and dietary supplements.

Get the facts and learn about what the FDA does for you every day.

[Learn More Button](#)



[Manage Subscriptions](#) | [Unsubscribe All](#) | [Help](#)

**From:** [MacRoberts, Matthew](#)  
**To:** [Walsh, Sandy](#); [Leggin, Brooke](#); [Potash, Shana](#); [Henriques, Maria](#)  
**Cc:** [Staton, Anna](#); [Saghafi, Michelle](#)  
**Subject:** RE: Google Adwords Campaigns and CUs  
**Date:** Tuesday, May 23, 2023 9:57:00 AM

---

(b) (5)

**Matthew MacRoberts**

*Writer/Editor*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office:

Mobile: (b) (6)

[matthew.macroberts@fda.hhs.gov](mailto:matthew.macroberts@fda.hhs.gov)

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 8:49 AM  
**To:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Subject:** FW: Google Adwords Campaigns and CUs  
**Importance:** High

Hi, please see the note below from our web colleagues.

We'll do sunscreen for sure. Any other CU's/topics you think we need to highlight? [@MacRoberts, Matthew](#), should we offer up (b) (5)

Please let me know by COB Wed. 5/24 what your ideas are for topics for adwords.

Sandy

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 8:34 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Preston, Aja <[Aja.Preston@fda.hhs.gov](mailto:Aja.Preston@fda.hhs.gov)>  
**Subject:** Google Adwords

Sandy – good morning! We are working on plans to spend OEA's approximately 75K for Adword campaigns over the next 2 months and want to check in with you for your input. We were thinking about running one for the new rumor control page but with its recent transformation away from all COVID content we are not sure if this is the best idea. Instead, we could run some individual

campaigns for sunscreen and other topics of interest. When you have time please let us know your thoughts so we can get these moving. Thank you.

Chris

## Braithwaite, Sonia

---

**From:** Shazor, Kristin  
**Sent:** Thursday, December 22, 2022 12:39 PM  
**To:** Walsh, Sandy  
**Cc:** Braithwaite, Sonia; Guevara, Bessy; Staton, Anna; Henriques, Maria; Kimberly, Brad  
**Subject:** RE: New rumor for rumor control

**Categories:** FOIA

Sure, no problem! The page has been published.

### Kristin Shazor, MSHA

Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Sent:** Thursday, December 22, 2022 12:37 PM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Subject:** RE: New rumor for rumor control

Looks good thank you!

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Thursday, December 22, 2022 12:08 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Cc:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Subject:** RE: New rumor for rumor control

Good afternoon,

The page has been updated. Please review and let me know when you are ready to publish.

<http://wcms-internet.fda.gov/news-events/rumor-control/latest>

Thanks,

### Kristin Shazor, MSHA

Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Sent:** Thursday, December 22, 2022 10:11 AM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna

<[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: New rumor for rumor control

Hi Kristin,

We heard back from CBER – today if possible please post this new item in the **COVID-19 Facts section** (as mentioned it is not as plain language as I'd like but it is what was cleared by CBER, OCC and HHS):

***No, the FDA has not found any new causal relationships between the Pfizer-BioNTech COVID-19 Vaccine and potential adverse events of special interest identified in 2021.***

The FDA continues to find that the Pfizer-BioNTech COVID-19 Vaccine meets the FDA's rigorous standards for safety and effectiveness and the agency strongly believes the potential benefits of COVID-19 vaccination outweigh the potential risks of COVID-19. More information: [Initial Results of Near Real-Time Safety Monitoring of COVID-19 Vaccines in Persons Aged 65 Years and Older](#).

Thank you.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Wednesday, December 21, 2022 2:33 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: New rumor for rumor control

Hi Sandy,

Yes, I am.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, December 21, 2022 11:04 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** New rumor for rumor control

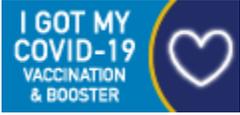
Hi Kristin,

Following up on the misinfo meeting from yesterday, we plan to post a new COVID-19 vaccine rumor to Rumor Control later today or tomorrow related to some news coverage of adverse events with the Pfizer vaccine. We'll plan to use the response to media that OMA is clearing with HHS right now. (TBH it is a bit technical but the best we can do right now.) Just checking to see if you'll still be the main contact for posting this?

**Sandy Walsh**

Director

Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Office: 301-796-4669  
Mobile: (b) (6)  
[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



## Braithwaite, Sonia

---

**From:** Frantz-Bohn, Susan  
**Sent:** Friday, August 26, 2022 3:11 PM  
**To:** Staton, Anna; Mulieri, Chris; Braithwaite, Sonia  
**Cc:** Walsh, Sandy; Wasserman, Jill; Morris, Steven  
**Subject:** RE: Vaccine vial image on rumor control page

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** FOIA

CBER's thanks, too!

---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Friday, August 26, 2022 3:06 PM  
**To:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
**Cc:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Frantz-Bohn, Susan <Susan.Frantzbohn@fda.hhs.gov>; Wasserman, Jill <Jill.Wasserman@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>  
**Subject:** RE: Vaccine vial image on rumor control page

Thanks!

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Friday, August 26, 2022 3:06 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** Re: Vaccine vial image on rumor control page

Anna - this is updated. Thank you.

Chris Mulieri  
(b) (6)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, August 26, 2022 2:38:35 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** Vaccine vial image on rumor control page

Hi Chris and Sonia,  
Could the web team please use this attached image in place of the image associated with the COVID-19 vaccines at the bottom of the rumor control page? CBER asked for this change today. Do you need it resized?

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & 202-253-9973

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



## Braithwaite, Sonia

---

**From:** Alicea-Rivera, Esteban  
**Sent:** Wednesday, August 17, 2022 9:56 AM  
**To:** Mulieri, Chris  
**Cc:** Braithwaite, Sonia  
**Subject:** RE: Update to rumor control site

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** FOIA

Done and published. It's live.

Thanks!

---

**From:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Sent:** Wednesday, August 17, 2022 9:42 AM  
**To:** Alicea-Rivera, Esteban <Esteban.Alicea-Rivera@fda.hhs.gov>  
**Cc:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
**Subject:** FW: Update to rumor control site

Este – could you please do the below? Thanks.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, August 17, 2022 9:36 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** Update to rumor control site

Hi - can you please delete the highlighted sentence below? HHS has archived this video.

### Yes, all COVID-19 vaccines are free from metals, eggs, latex and gelatin.

All FDA-approved and authorized COVID-19 vaccines contain ingredients needed to trigger your body's natural immune response and help protect you from severe illness or death from COVID-19. None of the COVID-19 vaccines contain eggs, gelatin, latex – or any metals.

Here's what else they don't have: any live virus. In fact, the active ingredient in three of the vaccines is a piece of genetic material that leads the body to briefly make a protein and generate a strong immune response that protects a vaccinated person against COVID-19. Another vaccine contains a spike protein made in insect cells, and is combined with an adjuvant to enhance the immune response in vaccinated persons. **To learn more about the ingredients in the COVID-19 vaccines, view this video: [Ask an Expert: What Are the Ingredients in the COVID Vaccines?](#)**

There are some other components in the vaccines as well, such as lipids, salts and as mentioned above one vaccine includes an adjuvant that contains saponin extracts from bark of the Soapbark tree. But certainly no microchips. If you still have questions or concerns, talk to your health care provider.

Thank you.

Sandy

**Braithwaite, Sonia**

---

**From:** Staton, Anna  
**Sent:** Tuesday, August 2, 2022 11:05 AM  
**To:** Rebello, Heidi; Shazor, Kristin  
**Cc:** Guevara, Bessy; Walsh, Sandy; Mulieri, Chris; Braithwaite, Sonia; Kimberly, Brad  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

**Categories:** FOIA

(b) (5)

Once we have a final draft of the page ready we can have a writer do a copyedit. Chris, just let us know when it's ready.

Thanks!  
Anna

---

**From:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Sent:** Tuesday, August 2, 2022 10:50 AM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

(b) (5)

The whole section should be copyedited. Some of the statements are missing periods (e.g., first two).

(b) (5)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 7:40 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Subject:** Edits for Rumor Control Page from OCC & CBER

Hi Kristin,

Attached are the OCC, and related CBER, edits for the Rumor Control page. Please let me know if there are any concerns.

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & 202-253-9973

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



## Braithwaite, Sonia

---

**From:** Kimberly, Brad  
**Sent:** Thursday, July 28, 2022 11:10 AM  
**To:** Staton, Anna; Walsh, Sandy; Guevara, Bessy; Shazor, Kristin; Mulieri, Chris  
**Cc:** Braithwaite, Sonia  
**Subject:** RE: Draft of Rumor Control page

**Categories:** FOIA

The old ones aren't updated yet. I know Mark is working on it.

### Brad Kimberly

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Thursday, July 28, 2022 11:06 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Sounds like the JAM thumbnails are updated to have the question appear. Kristin, not sure if you need to update those links on the page?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, July 27, 2022 3:20 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Yes good catch.

Also so the group knows, as things change often with content, I had to send some questions back to CBER re: the rumor/facts we'd written out and will let you know when I get their feedback but my guess is it won't be today. So the rumor/facts might need updates.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Wednesday, July 27, 2022 3:18 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Should we remove the last video in the Gallery:



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Monday, July 25, 2022 4:33 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi all,

I've added the image to the page and changed the way we display the rumors. Please review and let me know your thoughts.

[Rumor Control | FDA](#)

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Monday, July 25, 2022 11:04 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Mucho

**Brad Kimberly**

Director, Social Media

Web & Digital Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Monday, July 25, 2022 11:03 AM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Better?

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Monday, July 25, 2022 10:40 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

B. but get text off podium.

**Brad Kimberly**

Director, Social Media

Web & Digital Services

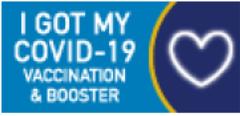
Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)





---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, July 25, 2022 9:57 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Thoughts on these? (It's the best we could do with limited photos options at the moment.)

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Thursday, July 21, 2022 10:38 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Good morning,

Circling back.

The current version still has video thumbnails that need to be updated. As Kristin mentioned, it looks like the same video has been posted six times.

(b) (5)

How can I help get this page ready for Erica's review?

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)





---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, July 19, 2022 11:58 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Anagnostiadis, Eleni <[Eleni.Anagnostiadis@fda.hhs.gov](mailto:Eleni.Anagnostiadis@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

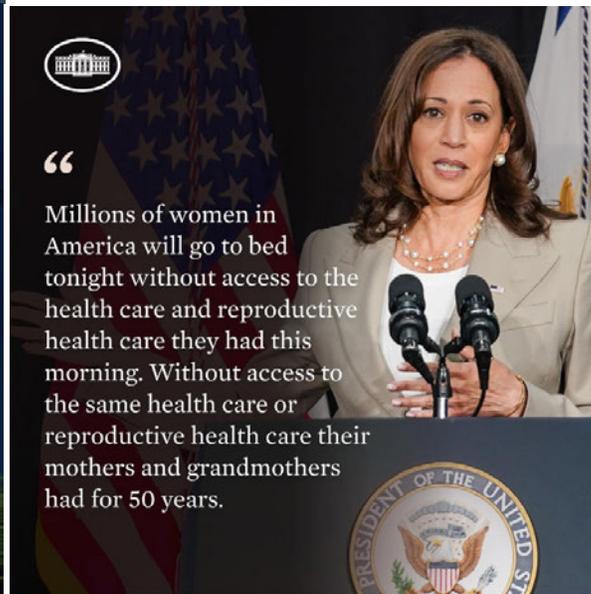
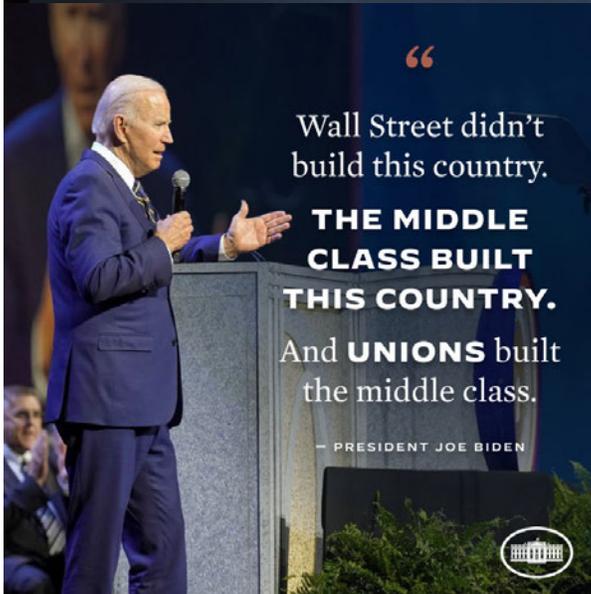
No not yet, the lighting in the room on intern day was suboptimal. (That's where we were hoping to get some shots of RMC.) Waiting to see if Sean can adjust lighting in post, but we're also trying to get him set up with basic equipment. Dayle/Eleni, does SES have any recent candid RMC photos?

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, July 19, 2022 11:36 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Good morning,

Checking-in. Did we get any photos to use for this page? Here are some ideas (obviously these were formatted for IG). But something similar could break up the text of the page.



**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, July 12, 2022 3:17 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

We might be able to get a "candid" photo of RMC tomorrow during intern day. I'll see.

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, July 12, 2022 3:12 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

It's neither or those. I was suggesting an image to go with the quote or text overlay on image. The page is text heavy, so I wasn't sure if we add a visual element to enhance the page.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, July 12, 2022 3:02 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

What graphic did you need and what size? I don't recall the image you're referencing. Brad/Sandy, are we trying to use any of the images Damian drafted months ago?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, July 12, 2022 2:46 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Good afternoon,

I've made the requested edits to the page - [Rumor Control | FDA](#)

Please note:

- I still need the graphic for the top of the page. The same size image as the last time will work.
- I've changed the font color for the answers but may cause confusion to readers since it's the same color used for links. Also, it's advised that all text on FDA.gov is black unless it's a hyperlink due to possible accessibility issues. Just something to consider...
- The video thumbnails should be updated as it looks like the same video has been posted six times. Added it so you all can see what I mean.

Feel free to respond with any questions or concerns.

Thank you,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, July 5, 2022 9:37 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Good morning,

Circling back on this. Heidi was able to preview the page last week and agreed we should aim to add some visual design elements where we can. I know we had talked about changing the thumbnails to the videos to add the video gallery. The next step will be to show Erica, but want to be sure we've made updates to the page before doing so.

Please let me know how I can help.

Thanks,

**Bessy Guevara (She, her, hers)**

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Guevara, Bessy

**Sent:** Tuesday, June 28, 2022 4:55 PM

**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Thanks all for working to create this page and today's presentation.

One of the things we talked about during the meeting is how "people don't read". With that in mind, is it feasible to do something like the attached? Essentially, I added the standard blue to highlight the "facts" and broke up the content with the gray lines, as I've seen in other parts of the FDA website.

**Bessy Guevara (She, her, hers)**

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)





---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Monday, June 27, 2022 2:45 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Sounds good, thank you.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, June 27, 2022 2:44 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

I've added the Rumor Control preview as part of the agenda for tomorrow's misinformation meeting. Please let me know if you decide otherwise.

Thanks!

**Bessy Guevara (She, her, hers)**

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Monday, June 27, 2022 1:46 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

I don't have any comments – Brad?

---

**From:** Walsh, Sandy

**Sent:** Friday, June 24, 2022 5:15 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Thanks Kristin, confirming receipt will take a look on Monday morning.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Friday, June 24, 2022 4:36 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Hello!

I added the twitter image to the page and I like the way it looks. Please take a look and let me know your thoughts.

[Rumor Control | FDA](#)

Once the thumbnails have been changed on the videos, I can add them to the bottom of the page above Additional Resources.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Thursday, June 23, 2022 11:37 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

That is correct.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Thursday, June 23, 2022 11:35 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy

<[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

There is not a hard date but I suspect we should preview the page for the working group and get Heidi's sign off in the next week or so. (Bessy is that correct?)

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Thursday, June 23, 2022 11:21 AM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

I think that's a good idea to add some color to the page. I can play around with the image on the page and let you guys know when to review.

What's the timeline for publishing this content?

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Thursday, June 23, 2022 11:20 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Okay, well, I was thinking about  (b) (5)

This is about 300px wide, but I can make it whatever size width and height.

The URL would go to...

[https://twitter.com/US\\_FDA/timelines/1534558022638477313](https://twitter.com/US_FDA/timelines/1534558022638477313)

 (b) (5)

You can play around with sizes and such (and make your own screenshots) here:

[https://publish.twitter.com/?query=https%3A%2F%2Ftwitter.com%2FUS\\_FDA%2Ftimelines%2F1534558022638477313&widget=Timeline](https://publish.twitter.com/?query=https%3A%2F%2Ftwitter.com%2FUS_FDA%2Ftimelines%2F1534558022638477313&widget=Timeline)

**Brad Kimberly**

Director, Social Media

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 11:11 AM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

The page has a variety of coding done on the page. Some of the items on the page were coded by hand and some items are using the tools in Drupal.

Feel free to share your ideas with the content and I will let you know if it can be done or not.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

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**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 9:25 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Well, I have an idea. But is this page just text only (with HTML adjustments that can be made)? In essence, are these insets that exist now being accomplished through hard coding?

**Brad Kimberly**  
Director, Social Media

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 9:20 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi, thanks Kristin.

Brad, LMK if you want to chat about the two questions below, I still think we want to include those items just to have some variety and additional resources available.

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 22, 2022 5:10 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi there,

I have added the cleared language to the Rumor Control page - [Rumor Control | FDA](#).

What did the group decide regarding the twitter image and videos?

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 22, 2022 8:24 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi Kristin,

Erica cleared the attached brief intro text.

At the workgroup meeting yesterday there were no new concerning trends/fact checks so there are not any new suggested "Facts" right this minute to add.

Thanks.  
Sandy

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 16, 2022 9:36 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Sounds good, thanks!

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, June 16, 2022 9:35 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Ok I'll clear those sentences.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 16, 2022 9:16 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

I will make the edits once I get the cleared language from you and the working group. From what you said yesterday, this language isn't cleared. Please correct me if I am wrong.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, June 16, 2022 9:11 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi just making sure I understand your process, will you be making the edits to the intro now for the preview page?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 5:26 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Yes, I saw it. It looks fine to me. Thanks!

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 5:04 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Thanks I'll take a look. We'll have to figure out a process with the working group on how to keep this updated and fresh.

Just double checking did you see my attachment earlier re: the introduction language draft?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Wednesday, June 15, 2022 4:57 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Hi Sandy,

I have updated the page to incorporate the What's New box. Let me know if this works?

We can't make this dynamic until the SME determines what content needs to be pulled in. I am not sure if this will be an easy task. It makes sense but someone would have to be the person to flag these updates for inclusion. Since I am not the SME on this topic, I need someone to identify what content should be listed under What's New.

I can rearrange the videos once they have been updated.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, June 15, 2022 3:12 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

For the What's New, I don't foresee any "new" content – will this be a dynamic section in that you can feature the most recent news on hot topics? I'd recommend for example, after Friday to feature the pediatric vaccines press release; feature the infant formula landing page....or just a few of the newest consumer updates and/or newest press releases on hot topics? I believe having a "What's New" section came up in our discussion as just having a way to pull in some of the recent press release/consumer articles to add some flavor to the page. But defer to you all on if that makes sense based on your expertise on building out this type of page.

If we also have an "Additional Information" section some ideas might be to feature the COVID pages as noted, and these two Consumer Updates: <https://www.fda.gov/about-fda/fda-basics/what-does-fda-regulate> and <https://www.fda.gov/consumers/consumer-updates/it-really-fda-approved>

Attached is a draft of what I think might work for the introduction. If you all think this works we can share with Erica and Heidi to clear.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 2:09 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi Sandy,

We do not have an example, model, or wordcount requirement for the introduction. I started the introduction, feel free to add to that.

Do you have additional content to add to the What's New section? Highlighting the COVID pages are more of additional resources than What's New but if you want to put them there, I can.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 12:33 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi thanks for the clarifications. I don't think anyone ever wanted this to be entirely new content per se. We gave several ideas when we all talked but sounds like not many of them are doable. So I'm sort of at a loss on what else to feature, what do you all recommend that looks nice and would be good for visitors?

I know we'd discussed Brad's recommendation of a carousel of videos or playlist, it sounds like a good addition to "jazz" up the page and make it less wordy so thanks for the responses around that.

(b) (5)

For the "introduction" is there an example or model, or wordcount, you'd like us to follow? That would be helpful so we know what to give you.

Sandy

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**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 12:11 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy

<[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Ah, I see. As for thumbnails on vids, I can totally configure that with Mark's help.

**Brad Kimberly**

*Director, Social Media*

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Sent:** Wednesday, June 15, 2022 12:10 PM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

(b) (5)

Chris

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Wednesday, June 15, 2022 12:06 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Just pinging on article length. What is the minimum length you require?

**Brad Kimberly**

*Director, Social Media*

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Wednesday, June 15, 2022 11:53 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Hi Sandy, thanks for your feedback!

It's been a challenge for me to build this page without knowing how frequent the content will be updated, the focus of the page, and if other facts will be listed. As of now, this is the best that I could do with the content given to me.

(b) (5)

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 11:39 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi Kristin, thanks for this!

A couple of thoughts and questions:

(b) (5)

(b) (5)

Sandy

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, June 14, 2022 10:04 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Draft of Rumor Control page

Good morning,

Please take a look at the Rumor Control draft page - [Rumor Control | FDA](#) and let me know your thoughts.

Thanks,

**Kristin V. Shazor, MSHA**  
*Technical Information Specialist*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 202-527-5006  
[kristin.shazor@fda.hhs.gov](mailto:kristin.shazor@fda.hhs.gov)



## Braithwaite, Sonia

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**From:** Braithwaite, Sonia  
**Sent:** Friday, June 10, 2022 11:26 AM  
**To:** Shazor, Kristin; Mulieri, Chris  
**Subject:** RE: Rumor Control page

**Categories:** FOIA

Agree! Not sure if Chris has other edits for this version. I think whenever it goes out for review (b) (5)

---

**Sonia Braithwaite, PMP** | *Supervisory Information Technology Specialist*  
OEA Web & Digital Services

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**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Friday, June 10, 2022 10:14 AM  
**To:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Rumor Control page

I added the text that Sonia suggested. I think the page is ready to be shared. I have nothing else to add to it...lol.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 9, 2022 7:17 PM  
**To:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Re: Rumor Control page

Thanks for the feedback, it's very helpful!!!

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Sent:** Thursday, June 9, 2022 7:14:06 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control page

Kristin – in my humble opinion, the latest version is looking great! I think the way you have presented the very limited amount of content you have to work with definitely took some creativity and provides a much better user experience!!

(b) (5)

Hope this helps and I am happy to discuss further on Friday. Thanks.

**Sonia Braithwaite, PMP** | *Supervisory Information Technology Specialist*  
OEA Web & Digital Services

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 09, 2022 11:02 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** Rumor Control page  
**Importance:** High

Good morning,

Please review the 1<sup>st</sup> draft of the rumor control page and let me know your thoughts - <http://wcms-internet.fda.gov/news-events/rumor-control>.

As we develop more facts, I think we should move from the table to accordions but for now I think the table will work to show what we have. If I do accordions now, the page looks very empty but I will change to accordions if you think it's best to start off the page that way.

Also, please note –

- I added the FDA card as a placeholder. Do you think Anna’s team could create an image for us that can be used to link our readers to the twitter feed?
- I also need a better page description for the metadata. I just entered placeholder text for now.
- I used the image in the document that Sandy sent for all of the facts (b) (5) is a better option but I defer to you to make that call.
- Unfortunately, we are not able create a Twitter feed display
- Any automation to update the videos or content on the page can be worked on once the page is live and it may take up to two months to get implemented once all of the requirements are gathered and approved.

Let me know if you have any questions/concerns or if you want me to send to the group.

Thanks

**Kristin V. Shazor, MSHA**  
*Technical Information Specialist*

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 202-527-5006  
[kristin.shazor@fda.hhs.gov](mailto:kristin.shazor@fda.hhs.gov)



**Subject:** Misinformation SRT Files  
**Date:** Tuesday, May 16, 2023 at 10:56:15 AM Eastern Daylight Time  
**From:** Morin, Sean  
**To:** Sanchez-Contreras, Gloria  
**Attachments:** image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, Cómo frenar la....srt, La desinformación de salud.srt, Por qué hay....srt, Propagación de la...srt

Hi Gloria,

Attached are SRT Files for the Misinformation Videos. I am unsure if these are auto generated or uploaded so if they seem off, let me know and I'll figure out how to get the correct ones.

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



**Subject:** Re: Rumor Control Rollout Activities  
**Date:** Tuesday, May 16, 2023 at 9:32:45 AM Eastern Daylight Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image027.png, image028.png, image029.jpg, image030.jpg, image031.jpg, image032.jpg, image033.jpg, image034.png, image035.png, image036.png, image037.png, image038.png, image039.png, image040.png, image041.png, image042.jpg, image043.jpg, image044.jpg, image045.jpg, image046.jpg, image001.png, image002.png, image003.png, image004.png, image005.png, image006.png, image007.png

I'm seeing it now! Exciting

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Date:** Tuesday, May 16, 2023 at 7:52 AM  
**To:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** FW: Rumor Control Rollout Activities

FYI first video via social media should be posting at 9:15am.

---

**From:** Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Sent:** Monday, May 15, 2023 4:17 PM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>  
**Subject:** RE: Rumor Control Rollout Activities

First social post will fire at 9:15a. Just wanted to give our site a chance to update properly.

**Brad Kimberly**

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



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**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 3:13 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Rollout Activities

I hope/think it's the same, because that's where all the QR codes go to!

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 3:07 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Rollout Activities

Hi, all.

What is the URL for the new RC page?

Or will it remain: <https://www.fda.gov/news-events/rumor-control>

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



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**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Friday, May 12, 2023 5:40 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Rollout Activities

Just a quick note about the video release plan. Per the plan, the video rollout on social is staggered.

**~9:00 a.m.** All PSA Videos publish on Flickr (Antewann)  
First PSA publishes on YouTube (Val/Sean)

**By COB**

- **WDDS/Social** will promote the first of the misinformation video PSA series
- **Gloria** will also promote on @FDAenEspanol and issue a Breves Informativos newsletter.

### Following Weeks

- **OECS** will maintain an editorial content calendar to rotate, add, edit content on the Rumor Control page.
- **Social media** will promote on Facebook, Twitter, Instagram, and LinkedIn. There will be a one-week gap between each video. On YouTube, the team will release each short with a two-day gap between them.

And social is releasing the misinformation videos (which provides a link to the page), but the text of the posts will be based on the descriptions on the YouTube videos. We aren't focusing on the "we updated the webpage" message. Just the misinformation message for now.

### **Brad Kimberly**

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)





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**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, May 12, 2023 4:43 PM  
**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** Rumor Control Rollout Activities

Team,

Here is the latest timeline for day-of rollout activities. For the full list of next week's activities, please see  [Rumor Control Rollout Activities\\_051623.docx](#)

### **Tick Tock**

*All times tentative/subject to change*

#### **DAY OF ROLLOUT**

#### **Tuesday, May 16**

**~9:00 a.m.** All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

**~9:05 a.m.** **WDDS** publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)

**Navigation:** Rumor Control will be listed on homepage under the RESOURCES AND PROGRAMS section, replacing "What Does FDA regulate?" Additionally, the Rumor Control page will be featured under News and Events, replacing "Public Health Focus".

Will publish FDA.gov homepage image linking to Rumor Control page (Brooke submit image to Kristin to post)

Will publish insideFDA homepage hero image linking to Rumor Control page (Anna to submit to ODT)

**By 10:00 a.m.** Submit narrative about Rumor Control page for FDA Roundup (OECS - Maria)

#### **By COB**

- **OMA** will issue the FDA Roundup to include information about the new Rumor Control page
- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

Please let me know if you have any questions or further changes.

Thank you!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**Subject:** Re: Posting misinfo videos on Flickr

**Date:** Thursday, May 11, 2023 at 9:16:05 AM Eastern Daylight Time

**From:** Pearson, Antewann

**Subject:** Re: FYI on misinfo videos  
**Date:** Tuesday, May 9, 2023 at 10:49:18 AM Eastern Daylight Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image001.png, image002.png

Exciting! Thanks for the update.

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>

**Date:** Tuesday, May 9, 2023 at 10:43 AM  
**To:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** RE: FYI on misinfo videos

Sorry make that Tuesday, 5/16/23.

---

**From:** Staton, Anna  
**Sent:** Tuesday, May 9, 2023 10:19 AM  
**To:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** FYI on misinfo videos

Sounds like they're trying to release the redesigned Rumor Control page with the videos on Monday, 5/15/23.

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**Subject:** Re: Posting Misinformation PSA Videos  
**Date:** Thursday, April 20, 2023 at 1:39:57 PM Eastern Daylight Time  
**From:** Morin, Sean  
**To:** Kimberly, Brad, Sanchez-Contreras, Gloria  
**CC:** Staton, Anna  
**Attachments:** image008.png, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png, image015.png, image016.png, image001.png, image002.png

Would you like me to go in and put the proper thumbnails? Thank you for posting!

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



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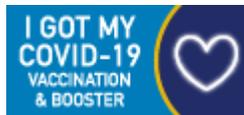
**From:** Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Date:** Thursday, April 20, 2023 at 1:18 PM  
**To:** Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>  
**Cc:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** RE: Posting Misinformation PSA Videos

- 1 – <https://youtu.be/wc6m8Pt5KZg>
- 2 – <https://youtube.com/shorts/Xw2ILQSt920>
- 3 – <https://youtube.com/shorts/qToiiMAF2-s>
- 4 – <https://youtube.com/shorts/cZFLdqeJJok>

**Brad Kimberly**

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



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**From:** Kimberly, Brad  
**Sent:** Thursday, April 20, 2023 9:08 AM  
**To:** Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>  
**Cc:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** RE: Posting Misinformation PSA Videos

This is great. Uploading now. URLs shortly.

**Brad Kimberly**

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)





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**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Thursday, April 20, 2023 9:07 AM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** RE: Posting Misinformation PSA Videos

Good morning Brad,

Here are the translations. Do you need descriptions? For Spanish videos please include the Spanish short URL in the descriptions [www.FDA.gov/Rumores](http://www.FDA.gov/Rumores)

Vídeo 1

Thumbnail title: La desinformación de salud  
Full Title: ¿Qué es la desinformación de salud?

Vídeo 2

Thumbnail title – Propagación de la desinformación  
Full Title: ¿Qué tan rápido se puede propagar la desinformación de salud?

Vídeo 3

Thumbnail title - Cómo frenar la desinformación  
Full Title - Cómo puede ayudar a frenar la propagación la desinformación de salud

Vídeo 4

Thumbnail title: Por qué hay desinformación  
Full Title: Por qué hay desinformación de salud en las redes sociales

Thank you,

Gloria

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 8:01 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** FW: Posting Misinformation PSA Videos

Hey there. Can you translate these items below? Working to upload to YT.

**Brad Kimberly**  
*Director, Social Media*  
Web & Digital Services

Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



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**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 3:17 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Re: Posting Misinformation PSA Videos

So here is what I have for full titles of each video. I'm assuming that the full title is what you see on the bottom of the screen when scrolling on shorts... but it may be the video description? Either way, feel free to edit and make these titles even more casual since that's how things tend to be on shorts.

Video 1

Thumbnail title - The Deal With Misinformation  
Full Title - What's The Deal with Health Misinformation

Video 2

Thumbnail title - The Spread of Misinformation  
Full Title - Just How Quick Can Misinformation Spread?

Video 3

Thumbnail title - How to Slow Misinformation  
Full Title - How You Can Help Slow The Spread of Health Misinformation

Video 4

Thumbnail title - Why You See Misinformation  
Full Title - Why You See Health Misinformation on Social Media

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629





---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Date:** Wednesday, April 19, 2023 at 2:44 PM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Posting Misinformation PSA Videos

I think you're right. It looks flagged for shorts immediately upon upload.

I need to finalize the words on them, etc.

URLs coming shortly.

**Brad Kimberly**

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 12:02 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Re: Posting Misinformation PSA Videos

I don't think we have.

Got it. I watched a couple tutorials and it looks like it's the same upload process and it automatically recognized its for shorts when it's under 60 seconds and vertical. So hopefully that's true.

Get [Outlook for iOS](#)

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 11:52 AM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Posting Misinformation PSA Videos

I need to teach myself how to upload them. I'll do that for these. We haven't written words for the posts yet, right?

**Brad Kimberly**  
*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 11:32 AM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Re: Posting Misinformation PSA Videos

Hi Brad,

Following up here. All the misinformation videos in this link are final:  [FinalMisinformationVideos](#)

It looks like the web team is looking for YouTube links so let me know if you would like me to go ahead and upload as unlisted. Just wasn't sure if you were looking to do anything special with these being our first "shorts".

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Date:** Monday, April 17, 2023 at 12:41 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Posting Misinformation PSA Videos

Hi Brad,

Below is a link to the final misinformation videos. There are English and Spanish. The English are done and awaiting final review from Anna and Bessy [REDACTED] (b) (6) ... but I do not expect any changes. The Spanish videos had a couple of small edits but Gloria should be reviewing them one last time and those should be final too.

Link: [https://fda-my.sharepoint.com/:f:/g/personal/sean\\_morin\\_fda\\_gov/EqpB6M9K0xJPlxVRgISu-QkBX50n6N4l610uCwVm7eWgKA?e=e0wtUW](https://fda-my.sharepoint.com/:f:/g/personal/sean_morin_fda_gov/EqpB6M9K0xJPlxVRgISu-QkBX50n6N4l610uCwVm7eWgKA?e=e0wtUW)

Let me know what I can do to help prep these for posting. All the English versions are under one minute so they should all be able to be posted on shorts/reels (one Spanish one is over 1 minute). They are labeled video 1, 2, 3, and 4, but I don't think it's absolutely critical to post in that order.

I also have thumbnails here:  [Misinformation-PSA-Thumbnail-Exports](#)

And I'll probably need to share the VO script with you as well? Let me know if you'll need anything else.

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



**Subject:** OEA Personnel News

**Date:** Tuesday, April 18, 2023 at 10:16:41 AM Eastern Daylight Time

**From:** A Message from the Commissioner

**Subject:** This Week 04/06/23  
**Date:** Thursday, April 6, 2023 at 12:50:43 PM Eastern Daylight Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image001.png, image002.png

Hi Anna,

Here are some notes for this week:

- [REDACTED] (b) (6)
- Lab b roll: still need to edit 3D lab and mask lab
- Science Shorts: still need to finalize and edit the proposal for short storytelling lab videos
- DearFDA: working with Steve to finalize a logo/intro/title
- SARMS CU video: still waiting for final approval of script
- Misinfo Videos: 2 more Spanish, going to take a look and see if I can make a closing end card without having a screenshot of new misinfo page. Will it still be called "rumor control page?"

I may be missing some things but I think this is everything I had.

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



**Subject:** This week - 03/09/23  
**Date:** Thursday, March 9, 2023 at 12:51:51 PM Eastern Standard Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image001.png, image002.png

Hi Anna,

Sorry this is so last minute. Here are some notes for this week.

- Congress visit/EOC
  - Just filming/photographing for EOC right?
- Lab b-roll
- Leave calendar question
- Adobe Gov Forum
- Headshots: pretty much all caught up
- Why FDA Exists Spanish Video: just got translations for text on screen yesterday
- Misinfo videos
  - Still haven't gotten Spanish stuff
  - Progress on rumor control page?
  - Comm forecast?
- School of Motion Training will be mid April-early June
- B&H Gear list: is there a deadline on this.
- Intern updates?

Thank you,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



**Subject:** Re: FDA Communications Forecast - Manager Edits Required by 1:30PM EST  
**Date:** Friday, February 24, 2023 at 9:47:44 AM Eastern Standard Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image001.png, image002.png, image003.png, image004.png

Okay, that works! Thanks.

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Date:** Friday, February 24, 2023 at 9:46 AM  
**To:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** RE: FDA Communications Forecast - Manager Edits Required by 1:30PM EST

Sandy wants us to add this next Friday. So we'll do this next Friday.

---

**From:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Sent:** Friday, February 24, 2023 9:13 AM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** Re: FDA Communications Forecast - Manager Edits Required by 1:30PM EST

Can the communication forecast only be editing by managers on Friday? I'm not sure if I am locked out because I am on my mac or not? If so, could you input these details:

Section: Consumer Updates and Videos  
Headline: Health Misinformation PSA Video Series  
Summary: This series of four short PSA videos cover what misinformation is, how it spreads, and how you can help slow the spread of it. They all have a focus on health misinformation. The videos will also be produced in Spanish and is timed to be released with the new FDA Rumor Control Webpage.  
Target: March TBD  
POC: Sean Morin

Thank you,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Date:** Friday, February 24, 2023 at 8:51 AM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** RE: FDA Communications Forecast - Manager Edits Required by 1:30PM EST

One entry for all 4 should work. You can note that they'll be produced in Spanish too.

---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Sent:** Friday, February 24, 2023 8:51 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Re: FDA Communications Forecast - Manager Edits Required by 1:30PM EST

Yes I can do that. Should I add all 4? And just the English right?

Get [Outlook for iOS](#)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, February 24, 2023 8:11:32 AM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** FW: FDA Communications Forecast - Manager Edits Required by 1:30PM EST

Do you want to add the misinfo videos since we're about 2 weeks out?

---

**From:** FDSA\_OC\_OEA\_Admin <[FDSA\\_OC\\_OEA\\_Admin@fda.hhs.gov](mailto:FDSA_OC_OEA_Admin@fda.hhs.gov)>  
**Sent:** Friday, February 24, 2023 8:00 AM  
**To:** OC\_OEA\_ADMIN <[OC\\_OEA\\_ADMIN@fda.hhs.gov](mailto:OC_OEA_ADMIN@fda.hhs.gov)>  
**Subject:** FDA Communications Forecast - Manager Edits Required by 1:30PM EST  
**Importance:** High

Good morning OEA Managers -

The [FDA Communications Forecast](#) will be closed for edits today at 1:30 PM EST so that we can begin the final review process.

If you have any emergent changes after the Forecast has been closed, please reach out directly to us.

Thank you,

OEA Rollout Coordinators

**Subject:** This Week - 02/23/22  
**Date:** Thursday, February 23, 2023 at 12:30:00 PM Eastern Standard Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image001.png, image002.png

Hi Anna,

This week has been BUSY. But good busy. Here are some notes for our one on one.

- Thoughts on that science misinfo training?
- Working on getting headshots from the last couple weeks out but its low priority right now
  - OESM (Kimmie) photos will just be once a month on “photo day”
  - Leadership photos: Tracey on 3/10, Don Prater on 2/27
- Building 1 lights photos – I really like how they came out
- Why FDA Spanish Video – Will put some time into it and hopefully finish it tomorrow
- Misinformation Video
  - Working on getting gloria a vo and text on screen script for translations
  - Working on video 2 still, going to have to rethink how I am editing it but should still work. Just haven’t had time to really sit down and do it in the past few days
  - Will finalize Video 3 end screen when rumor control page is ready, then put that same end screen on video 1 and 2, maybe 4
  - Anything else I am missing?
- Lab B-Roll – thoughts on this project?

I think that’s everything. Things are definitely busy but I am still managing.

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



**Subject:** Re: This week 2/16/23  
**Date:** Thursday, February 16, 2023 at 12:31:52 PM Eastern Standard Time  
**From:** Morin, Sean  
**To:** Staton, Anna  
**Attachments:** image003.png, image004.png, image005.png, image001.png, image002.png

Yes, super simple. It would only take a few minutes to swap it out. We could wait and change it to whatever the page is when we're ready to post or we could create a version of the webpage that is more generic in photoshop (which would take a little more time).

Glad you like it overall though. I was really being a perfectionist on it all morning and was struggling to form an opinion on it as a whole.

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Date:** Thursday, February 16, 2023 at 12:27 PM  
**To:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** RE: This week 2/16/23

Video #3 looks good! My only note is we may need to change the Rumor Control webpage pict when it gets redesigned, which we're in the middle of now. Would that be a relatively easy edit?

---

**From:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Sent:** Thursday, February 16, 2023 12:24 PM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** This week 2/16/23

Hi Anna,

Here are my notes for this week:

- Misinfo Videos
  - Here is video 3, let me know if you think it's ready:  [Misinfo\\_Video-3\\_Draft-4.mp4](#)
  - Still working on video 2 and 4
  - On video 1, do we need to cite the "misinfo spreads 6 times faster study"?
- History Podcast: Should I reach out and offer some help on the development or just wait and see what they deliver?
- Photos from All Hands – Any notes?
- Headshot Photos – Next week 2/22
- Rare Disease Day Building 1 Photos – 2/22
- 

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



**Subject:** Re: Misinformation scripts  
**Date:** Friday, February 10, 2023 at 4:42:00 PM Eastern Standard Time  
**From:** Morin, Sean  
**To:** Wolf, Ailis \*, Saghafi, Michelle, Staton, Anna  
**CC:** Walsh, Sandy  
**Attachments:** image001.png, image002.png, image003.png, image004.png, MisinformationVideosVO-Scripts.pdf, VO Script and Proposal.pdf

Hi Ailis,

Attached are two documents. One is just the voiceover script, the other has the voiceover scripts plus all the other relevant information he may need including links to the most current video drafts.

Please pass along that my VO in the draft videos was just to help me with the timing of the visuals. I trust his expertise when recording the VO, so no need for him to match my inflection points or to make sure his timing is right with the visuals. I will adjust the visuals based off his VO.

Let me know if he needs anything else!

Thank you,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Date:** Friday, February 10, 2023 at 3:32 PM  
**To:** Wolf, Ailis \* <Ailis.Wolf@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>, Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>

**Subject:** Re: Misinformation scripts

For Video 1 and Video 3 there are links in the script to the current drafts.

For Video 2, I have a very rough draft I can send to help him get a better idea.

For Video 4, I am working on a draft now and will attach what I have at the end of the day today.

Is he able to view media manager links? I can send a doc with the VO Scripts, AV Scripts, and link to current video drafts in media manager. Would that work?

**Sean Morin**

*Audiovisual Production Specialist*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-467-4629



---

**From:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>

**Date:** Friday, February 10, 2023 at 3:22 PM

**To:** Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Subject:** RE: Misinformation scripts

Great, sending to Bronson now.

Sean – Do you have any or all of the video rough cuts done yet? It would be helpful for him to see what's on screen as he does the read an for context. Or are you going to time them to his VO?

Thanks,

Ailis

---

**From:** Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>

**Sent:** Friday, February 10, 2023 3:20 PM

**To:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Subject:** RE: Misinformation scripts

And I'm signing off on the budget piece. Thanks!

---

**From:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>

**Sent:** Friday, February 10, 2023 3:18 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>; Morin,

Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** RE: Misinformation scripts

In that case, it's 20 hours total for about \$2,466.

Thanks,  
Ailis

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, February 10, 2023 1:04 PM  
**To:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** RE: Misinformation scripts

Also, it's 4 scripts right?

---

**From:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>  
**Sent:** Friday, February 10, 2023 1:02 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** RE: Misinformation scripts

Hi Anna –

Bronson said it would be 5 hours per video for the VO. Based on his rate, the total would be about \$1,850 for all three.

He said he could have them done by Monday COB. Should I have him proceed?

Thanks,  
Ailis

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, February 10, 2023 10:18 AM  
**To:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** Misinformation scripts  
**Importance:** High

Hi Ailis,

Thanks for checking in with Bronson on his availability and pricing for recording these scripts. I spoke to Sean and we think it's best to have him record all four if he's able. These have been cleared by OEA leadership and OCC.

Best,  
Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#)  
**Cc:** [Leggin, Brooke](#)  
**Subject:** Follow-up on art and promotion for RC relaunch  
**Date:** Tuesday, May 9, 2023 2:52:49 PM  
**Attachments:** [GovDHeader.PNG](#)  
[image001.png](#)

---

Hi, Sandy and Anna.

Brooke and I discussed ideas for relaunching the RC and promoting it and have suggestions. In

(b) (5)

One thing to consider going forward: Promoting the RC page regularly when we have new content. The header would be a part of that branding. And maybe we would also have an image library to rotate, depending on the content.

Happy to discuss. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



## FDA Consumer Update

Science-based health & safety information you can trust.



U.S. FOOD & DRUG  
ADMINISTRATION

# Access to Naloxone Can Save a Life During an Opioid Overdose



**From:** [Potash, Shana](#)  
**To:** [Walsh, Sandy](#)  
**Subject:** Food Topics CUs and Rumor Control Pages  
**Date:** Tuesday, March 28, 2023 5:19:56 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[Food CUs and Rumor Control Pages.docx](#)

---

Hi Sandy,

Here's the list we talked about:

(b) (5)

**Shana Potash**

(she/her/hers)

Writer-Editor

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)



Consumer Updates in the workflow that touch on potential rumor control topics:

(b) (5)

**From:** [Mulieri, Chris](#)  
**To:** [Shazor, Kristin](#)  
**Subject:** For Our Meeting  
**Date:** Thursday, May 25, 2023 8:59:01 AM

---

Kristin – here are some stats:

Rumor Control page since launch Aug 2022 – May 2023: 50,587 pageviews

How people have gotten to the page: Adwords campaign: 24,000

Organic search: 16,000

GovD email: 3,100

Social media: 1,200

5/16/23 – 5/23/23 – Relaunch of page: 10,245 pageviews (3,100 GovD, 2,000 Organic search, 800 Twitter)

Overall, the Rumor Control page has received .02% of overall site traffic since launch.

**From:** [Walsh, Sandy](#)  
**To:** [Shazor, Kristin](#)  
**Cc:** [Guevara, Bessy](#); [Henriques, Maria](#); [Mulieri, Chris](#)  
**Subject:** For posting - new Fact for Rumor Control page  
**Date:** Friday, September 16, 2022 1:55:00 PM  
**Attachments:** [Bivalent booster rumor FINAL for posting 091622.docx](#)  
[image001.png](#)  
[image007.png](#)

---

Hi Kristin –

We've cleared a new Fact for the [Rumor Control page](#) – it is attached for posting in the COVID-19 Facts section.

Thank you.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**New Fact for posing on FDA Rumor Control [web site](#):**

***Yes, the FDA evaluated data from studies in people to support the emergency use authorization of the bivalent COVID-19 vaccine boosters.***

The [bivalent COVID-19 vaccines](#) that the FDA has authorized for use as a single booster dose for individuals in certain age groups (or updated boosters) are expected to provide an immune response that is broadly protective against COVID-19 and better protects against COVID-19 caused by the omicron variant currently causing the most cases of COVID-19 in the U.S. The Moderna COVID-19 Vaccine, Bivalent and the Pfizer-BioNTech COVID-19 Vaccine, Bivalent each include the following: an mRNA component of the original strain of SARS-CoV-2 virus and an mRNA component in common between the BA.4 and BA.5 lineages of the omicron variant of SARS-CoV-2.

The COVID-19 vaccines authorized or approved by the FDA and given to millions of people in the U.S. since December 2020 contain a component of the original strain of SARS-CoV-2. These vaccines are monovalent vaccines.

The FDA's evaluation of each bivalent COVID-19 vaccine booster included consideration of the following data:

- Safety and immune response data obtained from studies conducted in people of a bivalent COVID-19 vaccine that contained mRNA from omicron variant BA.1 lineage and was similar to each of the authorized bivalent COVID-19 vaccines.
- Extensive safety and effectiveness data for each of the monovalent mRNA COVID-19 vaccines, which have been given to millions of people, including during the omicron waves of COVID-19.
- Nonclinical data obtained using a bivalent COVID-19 vaccine that contained mRNA of the original strain and mRNA in common between the BA.4 and BA.5 lineages of the omicron variant.

Based on the data supporting each of these authorizations, the bivalent [COVID-19 vaccine boosters are](#) expected to provide increased protection against the currently circulating Omicron variant.

Bivalent and multivalent vaccines are very common – an example is the influenza vaccine. The FDA has approved numerous multivalent vaccines for the prevention of influenza disease. Influenza vaccines are updated annually and currently contain four different strains of influenza virus to protect against the influenza virus strains that are likely to cause the most illness during the flu season in the U.S.

**From:** [Guevara, Bessy](#)  
**To:** [CombatMisinfoGroup](#)  
**Subject:** For Review: Rapid Response SOP  
**Date:** Tuesday, June 21, 2022 9:42:43 AM  
**Attachments:** [RAPID RESPONSE Concept of Operations.docx](#)  
[Rapid Response Process Flow Chart-Update.docx](#)  
[image00001.png](#)  
[image00002.png](#)  
[Rapid Response SOP\\_62122.pptx](#)  
[image008.png](#)  
[image00001.png](#)  
[image00002.png](#)  
[image00003.png](#)

---

<!--[if lte mso 15 || CheckWebRef]-->

Guevara, Bessy has shared OneDrive for Business files with you. To view them, click the links below.

-  [RAPID RESPONSE Concept of Operations.docx](#)
  -  [Rapid Response Process Flow Chart-Update.docx](#)
  -  [Rapid Response SOP\\_62122.pptx](#)
- 

<!--[endif]-->

Good morning,

As mentioned in last week's meeting, attached is a one-pager (PowerPoint) rapid response SOP to supplement the rapid response concept of operations (also attached for reference). Please review and provide input by COB Thursday, June 23.

A few things to consider:

- How do we define "rapid" – I added a timeframe for consideration, highlighted in yellow in the ppt.
- Under guiding principles, are there other office/centers expectations that need to be accounted for?

Thank you.

**Bessy Guevara**

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Guevara, Bessy](#)  
**To:** [CombatMisinfoGroup](#)  
**Subject:** For Review: Rumor Control Rollout Activities  
**Date:** Thursday, May 11, 2023 1:04:44 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Team,

Please review the rollout activities for next week's relaunch of the Rumor Control page and provide **feedback/input by 1 p.m. tomorrow, May 12.**

 [Rumor Control Rollout Activities\\_051623.docx](#)

Thank you,

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Henriques, Maria](#); [Walsh, Sandy](#)  
**Subject:** FW: COVID-19 variant updates | Pediatric disease modeling for long COVID  
**Date:** Wednesday, January 11, 2023 12:33:01 PM

---

OMHHE promoting the Rumor Control page below in case you haven't seen this email!

---

**From:** U.S. Food and Drug Administration <usfda@public.govdelivery.com>  
**Sent:** Wednesday, January 11, 2023 11:07 AM  
**To:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** COVID-19 variant updates | Pediatric disease modeling for long COVID

If your email program has trouble displaying this email, [view as a webpage](#).

[US Food and Drug Administration](#)



## FDA Office of Minority Health and Health Equity

### The latest from FDA

Public health emergency response and other updates from FDA since our last email update include:

- January 10, 2023: [FDA Roundup](#) including an [update](#) on new drug approvals that will improve the lives of patients and consumers
- January 10, 2023: [Pediatric disease modeling for long COVID](#) (new MCMi Extramural Research project page)
- January 6, 2023: [FDA Roundup](#) including a warning letter to a company for selling unapproved and misbranded products as drugs for use in treating or preventing COVID-19
- January 6, 2022: [FDA releases important information about risk of COVID-19 due to certain variants not neutralized by Evusheld](#) (updated)
- January 5, 2023: [FDA BAA Questions & Answers](#) (new page)
- January 4, 2023: [COVID-19 Test Basics](#) (updated Consumer Update)

Quick links: [COVID-19 updates from FDA](#), [FDA Mpox Response](#)

---

## COVID-19 vaccine information

### **No, repeated vaccination with COVID-19 vaccines does not make individuals more susceptible to emerging COVID-19 variants.**

Emerging COVID-19 variants, like XBB, XBB.1 and XBB 1.5 are currently the predominantly circulating variants in the U.S., leading to a moderate increase in cases, but no evidence of increased severity at this time. There is no clear or compelling evidence that repeated vaccination with COVID-19 vaccines makes people more susceptible to the XBB, XBB.1 or XBB 1.5 variants. Well-designed clinical trial evidence demonstrated that the updated COVID-19 vaccines given as boosters elicited superior neutralizing antibody response compared to the original (monovalent) boosters, and are therefore expected to provide notable efficacy against symptomatic and severe disease from the BA.4/BA.5 variants.

Additionally, based on what is known about their viral neutralizing ability ([Neutralization against BA.2.75.2, BQ.1.1, and XBB from mRNA Bivalent Booster | NEJM](#)), it is very likely that the current bivalent COVID-19 vaccines provide at least some protection against the XBB, XBB.1 and XBB 1.5 variants. Most importantly, multiple studies have shown that staying up to date on vaccination provides the best protection against severe COVID-19, which can lead to hospitalization or death.

The most recent studies ([here](#) and [here](#)) about the effectiveness of the COVID-19 vaccines show that the vaccines continue to provide a benefit, particularly in older individuals. (January 4, 2023)

[More COVID-19 Facts](#)

---

## Regulatory science update

### **Pediatric disease modeling for long COVID**

People infected with SARS-CoV-2 (the virus that causes COVID-19) typically recover within a few days or weeks. However some individuals have long-term effects that persist for multiple weeks, months, or even years; this is known as [post-COVID conditions \(PCC\) or long COVID](#). In such cases, people experience both obvious and subtle long-term health consequences after recovering from the active infection.

While PCC occurs more frequently in people who have had severe COVID-19 illness, individuals experiencing these health consequences are not limited those who were the sickest. These effects manifest in patients across the full spectrum of COVID-19 severity and ages, including children.

In an MCMi Regulatory Science program [extramural research](#) project, Children's Hospital Los Angeles and partners are studying how early inflammatory and tissue responses can predict long-term health consequences of COVID-19 in children.

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[Learn more](#)

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## Events

- **January 11, 2023:** [Virtual Town Hall Series - Test Development and Validation During Public Health Emergencies \(COVID-19 and mpox\)](#) (12:05 - 1:00 p.m. ET) - No registration required. There will be an opportunity to ask questions live on the call, and questions may also be submitted in advance by emailing [CDRHWebinars@fda.hhs.gov](mailto:CDRHWebinars@fda.hhs.gov).
- **January 12, 2023:** [Virtual Public Listening Session to Identify Ambiguities, Gaps, and Uncertainties in the Coordinated Framework for the Regulation of Biotechnology](#) (webinar, 1:00 p.m. ET). *Also see:* [FDA and Federal Partners Issue Request for Information on the Regulation of Biotechnology](#).
- **January 26, 2023:** [Vaccines and Related Biological Products Advisory Committee meeting](#) (webcast) - The committee will meet in open session to discuss the future vaccination regimens addressing COVID-19, including consideration of the composition and schedule of the primary series and booster vaccinations.
- **April 24–27, 2023:** [2023 Preparedness Summit - Recover. Renew. Reprioritizing All-Hazards Preparedness](#) (Atlanta, GA) - Registration is now open, including virtual options.

---

## In case you missed it

### **BAA: Don't delay!**

FDA funds extramural research through an agency-wide [Broad Agency Announcement](#) (BAA) for research and development to support regulatory science and innovation. For consideration in FY 2023, white papers are due by **5:00 p.m. EST, January 23, 2023**. *Also see:* [MCM-related research areas of interest](#) and [FDA BAA Questions & Answers](#)



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### **It's a good time to get your flu vaccine**

Influenza (flu) viruses typically spread in fall and winter, with activity peaking between December and February. [Getting vaccinated now](#) can lower your chances of getting the flu. [Find a flu shot](#) near you. (Tip: You can get your updated COVID-19 vaccine booster at the same time!)



---

### **COVID-19 at-home tests**

Check the Expiration Date column of the [List of Authorized At-Home OTC COVID-19 Diagnostic Tests](#) to see if the expiration date for your at-home OTC COVID-19 test has been extended and how to find any new expiration date. Bookmark our new guide: [Understanding At-Home OTC COVID-19 Antigen Diagnostic Test Results](#).



---

**List of hand sanitizers consumers should not use**

Some hand sanitizers have been recalled and there are more than 350 hand sanitizers the FDA recommends you stop using right away. Bookmark [www.fda.gov/handsanitizerlist](http://www.fda.gov/handsanitizerlist) for the latest, and use our [step-by-step search guide](#) to find out if your product is on the list.



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"Creating a world where health equity is a reality for all."  
[www.fda.gov/healthequity](http://www.fda.gov/healthequity)



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This email was sent to [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov) using GovDelivery Communications Cloud on behalf of:  
U.S. Food and Drug Administration  
10903 New Hampshire Ave · Silver Spring, MD · 20993-0002 · 1-888-INFO-FDA

(b) (5)

**(b) (5)**

**From:** [Walsh, Sandy](#)  
**To:** [Wasserman, Jill](#)  
**Subject:** FW: For posting - new Fact for Rumor Control page  
**Date:** Wednesday, September 21, 2022 10:58:00 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, September 21, 2022 10:55 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** RE: For posting - new Fact for Rumor Control page

Good morning,

The page has been published.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, September 20, 2022 10:30 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** RE: For posting - new Fact for Rumor Control page

Hi thanks, this looks good. Sorry for the delay.

Also copying Gloria for translation.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Monday, September 19, 2022 11:13 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: For posting - new Fact for Rumor Control page

Hi Sandy,

The page has been updated - <http://wcms-internet.fda.gov/news-events/rumor-control/latest>.

Please review and let me know when I can publish.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Friday, September 16, 2022 1:55 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** For posting - new Fact for Rumor Control page

Hi Kristin –

We've cleared a new Fact for the [Rumor Control page](#) – it is attached for posting in the COVID-19 Facts section.

Thank you.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Leggin, Brooke](#); [Kimberly, Brad](#); [Thorpe, Valarie](#)  
**Subject:** FW: FOR REVIEW: Misinfo 2 pager and a few FYIs  
**Date:** Thursday, January 5, 2023 2:40:15 PM  
**Attachments:** [How WE can ID-address misinformation FINAL.pdf](#)  
[image001.png](#)  
[image002.png](#)  
[image008.png](#)

---

Just FYI that we're trying to develop more content. We'll see how far we get though...

---

**From:** Staton, Anna  
**Sent:** Thursday, January 5, 2023 2:35 PM  
**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** FW: FOR REVIEW: Misinfo 2 pager and a few FYIs  
Hi Erica and Heidi, looping back on this to bring it to the top of email. (We're still in the process of developing a few short scripts for videos too. I'm slated to meet with Sean on those tomorrow.)  
Thanks!

---

**From:** Staton, Anna  
**Sent:** Tuesday, December 27, 2022 9:39 AM  
**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** FOR REVIEW: Misinfo 2 pager and a few FYIs

Hi Erica and Heidi,

OECs recently drafted the attached 2 pager on misinformation. Initially we were thinking we could package it with an all hands note from Dr. Califf for staff, but there may be opportunities to repurpose this for SES stakeholders too. I'm adding a link below to the text, in case you want to comment/edit there.

Link to text in Word file:  [Misinfo 2pgr graphic Dec 2022.docx](#)

FYI: We're also in the process of developing 3 *short* video scripts on misinfo. One will address what a "reliable source" is and we plan to link to that video eventually from the graphic.

Looking forward to your thoughts.

Thanks,

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



(b) (5)

(b) (5)

**From:** [Staton, Anna](#)  
**To:** [Leggin, Brooke](#); [Henriques, Maria](#); [Walsh, Sandy](#)  
**Subject:** FW: Random page design question  
**Date:** Thursday, January 12, 2023 6:12:36 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Looks like the tab function isn't available...

---

**From:** Taira, Helene <[Helene.Taira@fda.hhs.gov](mailto:Helene.Taira@fda.hhs.gov)>  
**Sent:** Thursday, January 12, 2023 3:11 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Random page design question

Also, I just checked the editor in Drupal and they removed it from our editor. Originally, they had a tab feature, but they didn't want us using it. I think they initially put it in there for legacy content, but now it's gone.

---

**From:** Taira, Helene  
**Sent:** Thursday, January 12, 2023 3:09 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Random page design question

Hi Anna,

I was told it's not best practice to use tabs because our pages are responsive. So, on a smaller screen the tabs might not render properly (they could be jacked up).

I'm sure if someone was motivated they could do it technically, but I wouldn't recommend it.

That's my two cents. Thanks for asking! =)

Helene

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Thursday, January 12, 2023 2:57 PM  
**To:** Taira, Helene <[Helene.Taira@fda.hhs.gov](mailto:Helene.Taira@fda.hhs.gov)>  
**Subject:** FW: Random page design question

Hi Helene!  
Any thoughts on this question abt page design?  
Thanks!  
Anna

---

**From:** Bates, Melissa L <[Melissa.Bates@fda.hhs.gov](mailto:Melissa.Bates@fda.hhs.gov)>  
**Sent:** Thursday, January 12, 2023 2:35 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Random page design question

Hi Anna, not sure of the capabilities of Drupal, but something similar might be doable. I would ask Helene.

Thanks,  
Melissa

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Thursday, January 12, 2023 2:33 PM  
**To:** Bates, Melissa L <[Melissa.Bates@fda.hhs.gov](mailto:Melissa.Bates@fda.hhs.gov)>  
**Subject:** Random page design question

Hi Melissa, random question, I was in a meeting today and someone asked if we could design a page in WCMS that has tabs like these in the image below. I said from what I recall I was told we can't do those in WCMS and that there are 508 concerns w/ that format. Do you recall hearing that too? I think we can only do these tabs in Access, yes? Thanks for any info!



**Anna Staton, MPA**  
*Deputy Director*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-796-5758 & (b) (6)  
[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Henriques, Maria](#); [Staton, Anna](#)  
**Cc:** [Leggin, Brooke](#)  
**Subject:** FW: Rumor control - Detailed Description  
**Date:** Wednesday, May 10, 2023 1:30:00 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

FYI on how we describe misinfo

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 10:24 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor control - Detailed Description

Good morning,

In recent comms, OCC has (b) (5). My suggested edits below.

(b) (5)

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 9, 2023 4:47 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Rumor control - Detailed Description

Hi all,

Here is the **current** detailed description for the page:

[REDACTED] (b) (5).

Here is the **revised** detailed description:

[REDACTED] (b) (5)  
[REDACTED]

Please review and share comments.

Thanks,

**Kristin V. Shazor, MSHA**

*Technical Information Specialist*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 202-527-5006

[kristin.shazor@fda.hhs.gov](mailto:kristin.shazor@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Henriques, Maria](#); [Leggin, Brooke](#)  
**Cc:** [Owens, Damian \\*](#); [Wolf, Ailis \\*](#); [Walsh, Sandy](#)  
**Subject:** FW: Rumor Control graphics  
**Date:** Monday, May 15, 2023 2:31:05 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[Rumor Control Email Header\\_DRAFT-01.png](#)  
[Rumor Control FDA Homepage GovDelivery\\_DRAFT-01.png](#)

---

Hi there,  
Do these work for the email header and Gov Delivery graphics or do you want the text adjusted?  
Thanks,  
Anna

---

**From:** Staton, Anna  
**Sent:** Monday, May 15, 2023 9:41 AM  
**To:** Owens, Damian \* <[Damian.Owens@fda.hhs.gov](mailto:Damian.Owens@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** Rumor Control graphics  
Love the use of the QR code! Sandy, thoughts? Do we need to delete (b) (5) though?

---

**From:** Owens, Damian \* <[Damian.Owens@fda.hhs.gov](mailto:Damian.Owens@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 9:34 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>  
**Subject:** Re: Check in on Rumor Control graphics  
Here are the drafts Anna. Let me know if you need edits.

Thanks!

**Damian Owens (he/him)**

*Multimedia Specialist*

Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 301-796-8229  
[damian.owens@fda.hhs.gov](mailto:damian.owens@fda.hhs.gov)





(b) (5)



U.S. FOOD & DRUG  
ADMINISTRATION

(b) (5)

## RUMOR CONTROL

The growing spread of rumors, misinformation, and disinformation about science, medicine, and the FDA, is putting patients and consumers at risk.

We're here to provide the **facts**.



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**From:** [Guevara, Bessy](#)  
**To:** [Shazor, Kristin](#)  
**Subject:** FW: Thumbnails: Misinformation Videos  
**Date:** Thursday, March 30, 2023 1:36:14 PM  
**Attachments:** [COVID iphone thumbnail.png](#)  
[question-mark supplements thumbnail.png](#)  
[image001.png](#)  
[image002.png](#)  
[image009.png](#)  
[image010.png](#)  
[\(b\) \(5\) Tips Video Thumbnail 2018.jpg](#)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Thursday, March 30, 2023 12:59 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Thumbnails: Misinformation Videos

?? Sorry I'm not clear. I think they get automatically sized, right? Or if Kristin needs them resized she can work with Steve or Sean on that. Maria/Sandy, weren't these the ones we were going with? What other ones are needed? I sent you Sean's this morning for the videos.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Thursday, March 30, 2023 12:46 PM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Thumbnails: Misinformation Videos

Thanks!

We need to get Kristin the thumbnails for the images on the new Rumor Control landing page:  [Rumor Control 2023 Relaunch Concept.pptm](#)

(e.g., thumbnails for Hot Topics, Health Info for you, etc. sections)

When can we expect those? The images already exist, but I don't know the process to make them the right size for the page.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Sent:** Thursday, March 30, 2023 9:54 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Thumbnails: Misinformation Videos

Hi Bessy,

Attached are the thumbnails for the misinformation PSA videos in English and Spanish. Each of the 4 videos have a wide, square, and vertical format that can be used. Please let me know if you need any other formats or need any resizing.

They can also be viewed here: [https://fda-my.sharepoint.com/:f/g/person/sean\\_morin\\_fda\\_gov/EtZLOgRk4lpMjanGKjRVVxkBD\\_8gaueahksd7TAzqGZfvw?e=BIYAzn](https://fda-my.sharepoint.com/:f/g/person/sean_morin_fda_gov/EtZLOgRk4lpMjanGKjRVVxkBD_8gaueahksd7TAzqGZfvw?e=BIYAzn)

As an FYI, the file naming is s-Misinfo\_Thumbnail\_A-1-S (s for Spanish, A is the style we chose, 1 for video #1, S for Square). Let me know if you have any questions.

Thank you,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629





3:55

fda.gov/emergency-prep



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IN THIS SECTION

Counterterrorism and Emerging Threats

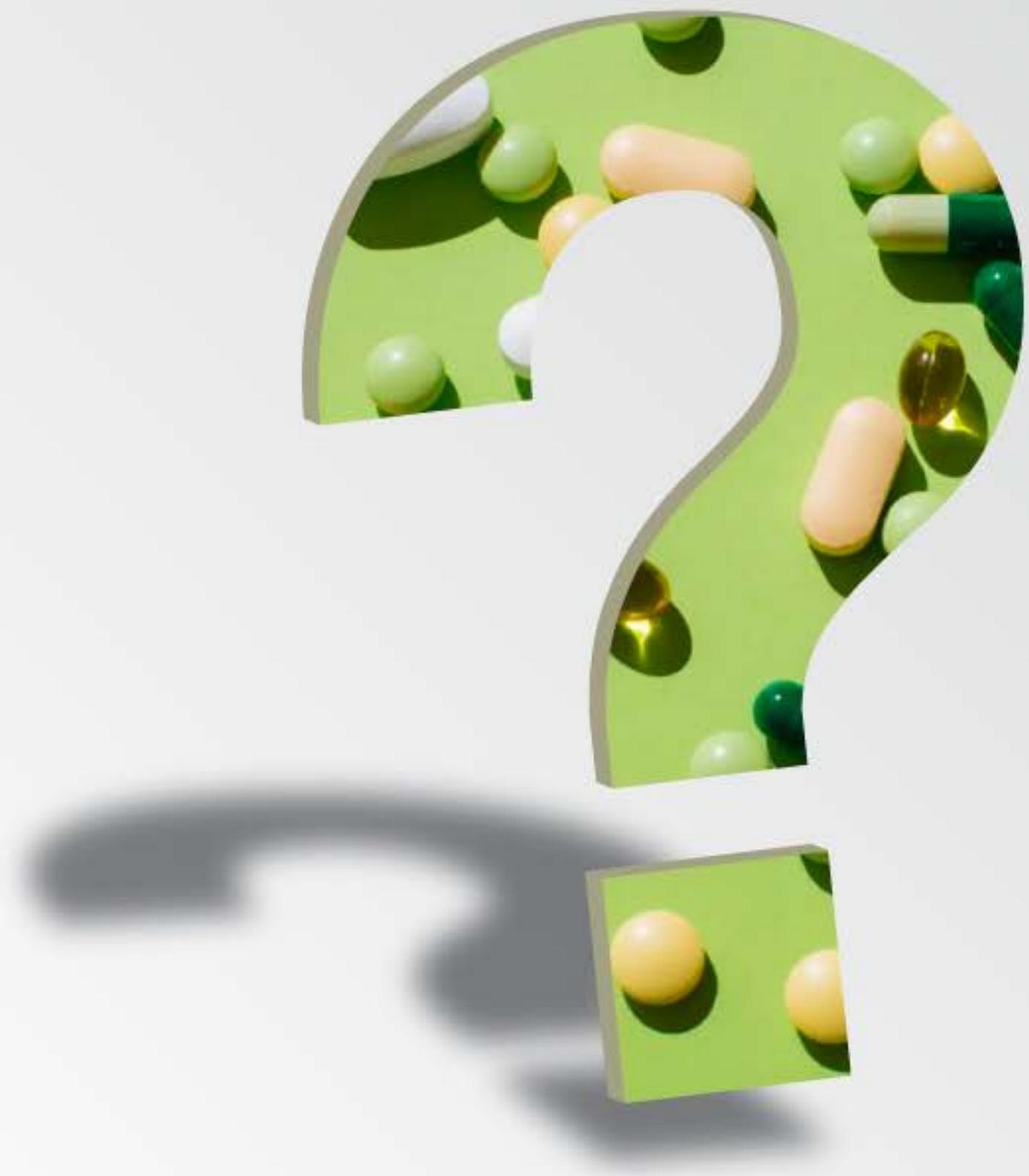
# Coronavirus Disease 2019 (COVID-19)

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- [FDA Response to COVID-19](#)
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- [Contact FDA](#)





*SUNSCREEN*

*BROAD  
SPECTRUM*

*SPF 15*

*Water  
Resistant for  
40 minutes*

**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Henriques, Maria](#); [Leggin, Brooke](#)  
**Subject:** Images for thumbnails on Rumor Control page  
**Date:** Friday, February 17, 2023 9:05:43 AM  
**Attachments:** [image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)  
[COVID\\_iphone.png](#)  
[vaping.png](#)  
[question-mark\\_supplements.png](#)

---

Thoughts?

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Friday, February 17, 2023 9:04 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Re: Images for thumbnails on Rumor Control page

Here are some 1<sup>st</sup> drafts to review. Once I get the final size from Kristin I'll redo the size.

Thanks,

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Leggin, Brooke](#)  
**Subject:** Misinfo video #4  
**Date:** Tuesday, February 21, 2023 3:11:01 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

I like this. Thoughts?  [Misinfo\\_Video-4\\_Draft-2.mp4](#)

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 &  (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Guevara, Bessy](#); [Shazor, Kristin](#)  
**Cc:** [Walsh, Sandy](#)  
**Subject:** News and Events and Rumor Control  
**Date:** Tuesday, May 9, 2023 10:58:58 AM  
**Attachments:** [image001.png](#)

My vote is to replace the link to Public Health Focus on the News and Events landing page, screenshot below, with Rumor Control.

← Home

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**Brooke Leggin, MPH** (*she/her*)

Writer/Editor  
U.S. Food and Drug Administration

Direct Line: (b) (6) (work cell phone)  
Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Leggin, Brooke](#)  
**Subject:** Next misinfo video  
**Date:** Thursday, February 16, 2023 12:49:26 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Thoughts?  [Misinfo\\_Video-3\\_Draft-4.mp4](#) I told Sean we'll probably have to swap out the pict of the Rumor Control page when it gets redesigned and he said no prob.

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 &  (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Guevara, Bessy](#)  
**To:** [CombatMisinfoGroup](#)  
**Subject:** Notes from today's meeting  
**Date:** Tuesday, April 25, 2023 5:34:22 PM  
**Attachments:** [image001.png](#)

---

Team,

Please see the summary of notes from today's meeting below.

- I. Trending Issues / Hot Topics
  - a. Following last week's rollout on the bivalent vaccines amended EUAs, OMA has received numerous fact check requests. Mainly, there is a lot of misinformation online noting that the reason the monovalent vaccine is no longer authorized is because it's unsafe or not effective.
  - b. OECS/Social will work with Abby/OMA to clear language to upload to fda.gov and use to push back on social media.
- II. Rumor Control revamped page demo
  - a. Dayle would like to promo the page at FDLI May 17-18. Will work with OECS to develop fact sheet or something similar to share with attendees.
  - b. Bessy will socialize with leadership to develop rollout plan.

**Action:** Please review the [Rumor Control revamped page](#) and provide feedback by **COB Friday, April 28.**

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Cristinzio, Dayle](#); [Goodrich, John](#); [Frantz-Bohn, Susan](#); [McNeill, Lorrie](#)  
**Cc:** [Henriques, Maria](#); [Wasserman, Jill](#); [Guevara, Bessy](#); [Shazor, Kristin](#); [Sanchez-Contreras, Gloria](#)  
**Subject:** Proposed edit to pregnancy question on Rumor Control page  
**Date:** Tuesday, November 8, 2022 11:29:00 AM  
**Attachments:** [rumor\\_control\\_pregnancy.docx](#)  
[image001.png](#)  
[image007.png](#)

---

Hi,

Attached is the proposed edit that came up during the vaccines working group call for the Rumor Control page based on feedback SES got during a recent misinformation stakeholder call. We'll move [REDACTED] (b) (5). Is CBER Ok with this? Are any other updates needed to that question at this time?

Thanks.

Sandy

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: [REDACTED] (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



Rumor control – proposed edit

<https://www.fda.gov/news-events/rumor-control>

11/8/22

(b) (5)

**From:** [Leggin, Brooke](#)  
**To:** [Guevara, Bessy](#); [Walsh, Sandy](#)  
**Subject:** RC Editorial Calendar  
**Date:** Wednesday, May 10, 2023 3:46:02 PM  
**Attachments:** [image001.png](#)

---

I just sketched out an Editorial Calendar with a bunch of blanks – am hoping you can review and let me know if you want any changes to the formatting or structure.

 [Rumor Control Editorial Calendar.docx](#)

**Brooke Leggin, MPH** *(she/her)*

Writer/Editor  
U.S. Food and Drug Administration  
Direct Line: (b) (6) (work cell phone)  
Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)



**From:** [Stein, Dayle](#)  
**To:** [Sanchez-Contreras, Gloria](#)  
**Cc:** [Bove, Paul](#); [Sadagursky, Robyn](#); [Kimberly, Brad](#); [Rebello, Heidi](#); [Guevara, Bessy](#); [Walsh, Sandy](#); [Micheli, Diana](#)  
**Subject:** RE: [EXTERNAL] NCPW Listserv: FTC Events + Twitter Chat Script + Your NCPW 2023 Events  
**Date:** Wednesday, March 1, 2023 2:31:54 PM  
**Attachments:** [image001.png](#)  
[image008.png](#)  
[image013.png](#)  
[image014.png](#)

---

Hi Gloria,

We have draft tweets in clearance now. I added a tweet that includes the rumor control page/graphic. Diana is working on creating the graphics in Spanish as well. Hope to have everything to you in the next few days once it clears.

Holler if you have questions in the meantime.

Thanks!

**Dayle Stein** (she/her)

*Web Project Coordinator/ORAs Social Media Manager*

**Office of Regulatory Affairs  
Office of Communication and Project Management  
U.S. Food and Drug Administration**

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Email: [dayle.stein@fda.hhs.gov](mailto:dayle.stein@fda.hhs.gov)

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---

**From:** Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>  
**Sent:** Friday, February 24, 2023 12:28 PM  
**To:** Stein, Dayle <Dayle.Stein@fda.hhs.gov>  
**Cc:** Bove, Paul <Paul.Bove@fda.hhs.gov>; Sadagursky, Robyn <Robyn.Sadagursky@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Subject:** RE: [EXTERNAL] NCPW Listserv: FTC Events + Twitter Chat Script + Your NCPW 2023 Events

Hi Dayle,

Yes, I got the email too, and I would like to participate again. This might be also a good opportunity to promote our [Rumor Control](#) page and misinformation messages. Adding Brad and Sandy for their input. I believe the page will be redesigned soon and more content will be added.

Please feel free to send me your content and graphics when they are cleared.

Thank you,

**Gloria Sánchez-Contreras (she/her/hers)**

*International Press Officer  
Multicultural Communications Lead*

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-796-7686 / Cell: (b) (6)

[gloria.sanchez-contreras@fda.hhs.gov](mailto:gloria.sanchez-contreras@fda.hhs.gov)



---

**From:** Stein, Dayle <[Dayle.Stein@fda.hhs.gov](mailto:Dayle.Stein@fda.hhs.gov)>

**Sent:** Friday, February 24, 2023 11:01 AM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Cc:** Bove, Paul <[Paul.Bove@fda.hhs.gov](mailto:Paul.Bove@fda.hhs.gov)>; Sadagursky, Robyn <[Robyn.Sadagursky@fda.hhs.gov](mailto:Robyn.Sadagursky@fda.hhs.gov)>

**Subject:** FW: [EXTERNAL] NCPW Listserv: FTC Events + Twitter Chat Script + Your NCPW 2023 Events

Hi Gloria,

Happy Friday! I am not sure if you got the below email, but wanted to forward to you just in case.

ORA will be participating again in the NCPW chat this year. Do you plan on participating as well? If so, we'll be sure to send you the clean tweets when we get them for translation for U.S. FDA en Español.

Let me know.

Thanks a bunch!!

d.

**Dayle Stein (she/her)**

*Web Project Coordinator/ORA Social Media Manager*

**Office of Regulatory Affairs**

**Office of Communication and Project Management**

**U.S. Food and Drug Administration**

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Follow us on Twitter! [@FDA\\_ORA](https://twitter.com/FDA_ORA)



---

**From:** Lazarus, Ari <[alazarus@ftc.gov](mailto:alazarus@ftc.gov)>  
**Sent:** Tuesday, February 21, 2023 1:58 PM  
**To:** Lazarus, Ari <[alazarus@ftc.gov](mailto:alazarus@ftc.gov)>  
**Subject:** [EXTERNAL] NCPW Listserv: FTC Events + Twitter Chat Script + Your NCPW 2023 Events

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon,

NCPW is coming up so I wanted to share some planned events (see attached) that the FTC is putting on or participating in. This list is going to not complete – we are still getting some final details, so the best place to get the full list will be [ftc.gov/NCPW](https://ftc.gov/NCPW) (once we update it later this week.)

I also wanted to highlight that this year the FTC will be hosting the NCPW Twitter Chat (with big thank you for USAGov's leadership the last few years.) **The NCPW Twitter Chat will be taking place on Wednesday, March 8<sup>th</sup> at 1pm (Spanish) and 3pm (English.)** I've attached the questions (in English) here, and we will plan to share the Spanish version later this week, when we have it available. I hope you can join us and participate.

Also, if you missed our earlier "How To Bring NCPW To Your Neighborhood" webinars, we will be offering two more of those. These are open to the public so please feel free to share it widely.

- Thursday, February 23rd at 3pm EST: [Event Page](#)
- Wednesday, March 1st at 1pm EST: [Event Page](#)

Do you have a public event that your organization is doing that you'd like to share with the group? Please send me the details (time, link, location) by **Monday, March 27<sup>th</sup> COB** and I will send out a list to the partners.

Thanks,  
Ari

**From:** [Shazor, Kristin](#)  
**To:** [Leggin, Brooke](#)  
**Cc:** [Henriques, Maria](#)  
**Subject:** RE: [EXTERNAL] Reporting an Error on Your Webpage  
**Date:** Monday, June 5, 2023 11:22:09 AM  
**Attachments:** [RE Homepage hero content for the next 3 weeks.msg](#)

---

Good morning,

I made this correction on Saturday when I saw the email. Thanks!

Also, I sent an email to Catherine for approval on the home page this morning and I am still waiting for a reply. Is there someone else that can approve?

**Kristin Shazor, MSHA**

Web & Digital Services  
Tel: 202-527-5006

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Monday, June 5, 2023 8:51 AM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** FW: [EXTERNAL] Reporting an Error on Your Webpage

Hi Kristin,

Can you make this edit as shown below on the Rumor Control page when you are making the other edits to the COVID Rumor Control content? Thank you!

Brooke

---

**From:** FDA Office of Media Affairs <[FDAOMA@FDA.HHS.GOV](mailto:FDAOMA@FDA.HHS.GOV)>  
**Sent:** Saturday, June 3, 2023 10:42 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** Fwd: [EXTERNAL] Reporting an Error on Your Webpage

---

**From:** (b) (6) <[\(b\) \(6\)@gmail.com](mailto:(b) (6)@gmail.com)>  
**Sent:** Saturday, June 3, 2023 10:24:29 AM  
**To:** FDA Office of Media Affairs <[FDAOMA@FDA.HHS.GOV](mailto:FDAOMA@FDA.HHS.GOV)>  
**Subject:** [EXTERNAL] Reporting an Error on Your Webpage

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

There is an error at the bottom of your main webpage for "Rumor Control" (<https://www.fda.gov/news-events/rumor-control>), under the heading, "How to Report Misinformation Online," in the very last line of text: "content online that you believe to be false **of** misleading." This line should read, "content online that you believe to be false **or** misleading."

Best wishes,

(b) (6)

**From:** Shazor, Kristin []  
**To:** Parker, Catherine [Catherine.Parker@fda.hhs.gov]  
**CC:** Mulieri, Chris [Charles.Mulieri@fda.hhs.gov]; Leggin, Brooke [Brooke.Leggin@fda.hhs.gov]  
**Subject:** RE: Homepage hero content for the next 3 weeks  
**Date:** Monday, June 05, 2023 09:35:20  
**Attachment 1:** image001.jpg  
**Attachment 2:** image002.jpg  
**Attachment 3:** image003.jpg  
**Attachment 4:** image004.jpg  
**Attachment 5:** image005.jpg  
**Attachment 6:** image006.jpg  
**Attachment 7:** image007.jpg  
**Attachment 8:** image008.jpg  
**Attachment 9:** image009.jpg

---

Hi Cathy –

Please review and let me know when it's good to publish

[U.S. Food and Drug Administration | FDA](#)

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Friday, June 2, 2023 12:04 PM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Parker, Catherine <Catherine.Parker@fda.hhs.gov>  
**Subject:** RE: Homepage hero content for the next 3 weeks

Thanks Kristin!

Cathy Parker, copied here, in my office will be able to review and approve the draft of the homepage image/text when you're ready to post.

My thanks to you both!

Brooke

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 1, 2023 4:18 PM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Homepage hero content for the next 3 weeks

Hi – I'll be in training next week but can take care of it. Thanks!

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Thursday, June 1, 2023 3:11 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** Homepage hero content for the next 3 weeks

Hi – [REDACTED] (b) (6). Are you going to be around? I've gotten the homepage hero content cleared for the next 3 weeks so was hoping you could post it in my absence. Let me know what you think.

## **Alzheimer's and Brain Awareness Month**

Post on the morning of Monday, June 5 to replace current sunscreen tips content as hero image

[Alzheimer's Disease](#)

### **Alzheimer's Disease**

Confusion or memory loss are not normal aspects of aging. Talk to your health care

provider if you experience these symptoms or any other signs of Alzheimer's disease.

## **Men's Health**

Post on the morning of Monday, June 12 to replace Alzheimer's Disease content as hero image

[Health Effects of Tobacco Use](#)

## **Men's Health and Tobacco**

This Father's Day, help inspire a generation of healthy young men by being smoke-free. Learn more so you can talk with your loved ones about the health effects of tobacco.

## **Sickle Cell Disease**

Post at end-of-day on Friday, June 16 to replace Men's Health content as hero image

[Sickle Cell Disease](#)

## **Sickle Cell Disease**

We know that managing sickle cell disease can be a challenge for patients and families. We are committed to supporting the development of new treatments.

**Brooke Leggin, MPH** (*she/her*)

Writer/Editor

**U.S. Food and Drug Administration**

Direct Line: (b) (6) (work cell phone)

Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)

<https://www.facebook.com/FDA> <https://twitter.com/FDA> MCMi <http://www.youtube.com/user/USFoodandDrugAdmin> <http://www.flickr.com/photos/fdaphotos/> <http://www.fda.gov/AboutFDA/ContactFDA/StayInformed/RSSFeeds/default.htm>



gettyimages

MoMo Productions





gettyimages  
KRAUN

**From:** [Leggin, Brooke](#)  
**To:** [Walsh, Sandy](#)  
**Subject:** RE: "Final" text of Rumor Control ready for Bessy to send to OCC next week?  
**Date:** Friday, March 31, 2023 11:25:18 AM  
**Attachments:** [image001.png](#)

---

OK, thank you.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, March 31, 2023 11:25 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: "Final" text of Rumor Control ready for Bessy to send to OCC next week?

I am good with all of this thanks. Gloria will need to adjust the translated version if there are edits to the covid rumors, please connect with her. She already sent the final translated version to Kristin.

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Friday, March 31, 2023 11:22 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** "Final" text of Rumor Control ready for Bessy to send to OCC next week?

Hi – Maria had a few suggestions (which I accepted all) on the COVID Rumor Control page introductory text which can be found on the document:  [Covid rumors FINAL 032123.docx](#)

And I made some edits to the landing page text which are attached in a PDF.

Can you let me know if you're OK with this and when Bessy returns this coming Thursday she can send to OCC?

Thanks!  
Brooke

**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Morris, Steven](#)  
**Subject:** RE: **\*\*NEW\*\*** GovDelivery Template for Consumer Updates  
**Date:** Tuesday, May 16, 2023 8:32:06 AM  
**Attachments:** [image001.png](#)

---

Okay, should Steve contact Nicole and Sonia to ask about getting another template created for the Rumor Control content?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 8:30 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** FW: **\*\*NEW\*\*** GovDelivery Template for Consumer Updates

Actually looks like web did this.

---

**From:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Sent:** Tuesday, September 8, 2020 4:14 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Miller, Lynn <[Lynn.Miller@fda.hhs.gov](mailto:Lynn.Miller@fda.hhs.gov)>  
**Cc:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** **\*\*NEW\*\*** GovDelivery Template for Consumer Updates

Hi Sandy and Team –

We wanted to let you know that we created a **\*\*NEW\*\*** template called “FDA Consumer Update Template” just for your team to use for sending out CUs in GovDelivery.

From your GovDelivery dashboard, click on the Bulletins link on the left-hand side and this takes you to the Bulletins section. At the top you’ll want to click “create advanced bulletin”. From there you should be able to see the new CU template as an option. And based on what you’re conveying in the body of each CU, you can the advanced bulletin editor to drag/drop to set up the content blocks however you chose.

Hope this new CU template is helpful.

Thanks,  
Sonia  
**Sonia Braithwaite, PMP**

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 301-796-9231 / Cell:   (b) (6)  
[sonia.braithwaite@fda.hhs.gov](mailto:sonia.braithwaite@fda.hhs.gov)



**From:** [Shazor, Kristin](#)  
**To:** [Sanchez-Contreras, Gloria](#); [Mulieri, Chris](#)  
**Cc:** [MacRoberts, Matthew](#); [Rebello, Heidi](#); [Walsh, Sandy](#)  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx  
**Date:** Thursday, February 23, 2023 3:53:16 PM

---

Chris assigns special projects.

Let me know if you would like to jump on a call to discuss.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Thursday, February 23, 2023 3:52 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Tricky, since multilingual content has grown substantially and page management has been assigned to the web team, including multilingual consumer updates. I will only provide the content and updates.

For special projects, which I assume have OEA priority, should we be using the web form? Who gets these requests and how fast will they be assigned?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, February 23, 2023 3:40 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

They make most of their own updates. I work on special projects with them.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Thursday, February 23, 2023 3:36 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Thank you, I have never seen this form before. Are people in OCES using it? They are the ones who initiate most to the updates for OEA pages, and I should be copied when they are making changes to content that has translations, so I can translate updates and make my requests.

At the moment, most of the OEA web updates requests are happening over back and forth email conversations and Word documents with track changes... should we all start using this form?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Thursday, February 23, 2023 3:14 PM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Submitting your requests through our online form is best. That way we can track your requests and can assign them appropriately. We will also be able to accurately give you metrics on the amount of translation requests we did for you when you are responding to data calls.

Please use the form found [here](#) to submit your requests for updates.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Thursday, February 23, 2023 3:11 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Thanks for the clarification. I am not sure if the web team has a process for page updates requests, if so, please let me know. I usually send new page requests to Chris.

For Mpox, Infant Formula, and the Rumor Control Spanish pages, I have been working directly with you, but let me know if I need to go to Chris first and then, he can assign the work.

(b) (5)

And the centers have a very similar situation, where translated content is outdated.

Any thoughts?

Thanks,

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, February 23, 2023 2:54 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Gloria,

I thought that you were ready to move the table to the live site. I will coordinate updates while the table is in preprod. Once the table is moved to the live site, you will need to submit a web request to get it updated.

Thanks,

**Kristin Shazor, MSHA**  
**Web & Digital Services**  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Thursday, February 23, 2023 2:51 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Thank you, Kristin. We'll need to make the last updates before making it live.

Adding [@Mulieri, Chris](#) here to advise who can make the additional edits.

Thanks!

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, February 23, 2023 1:26 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Hi Gloria,

Unfortunately, we are not able to translate those terms.

Are you ready to move the table to the live site? Also, for all updates please submit a web request so someone on my team can make the updates to the page.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Thursday, February 23, 2023 10:38 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Hi Kristin,

I was off yesterday and still ended up working a bit. The table looks good. Just some edits:

Typo -should be "Tipo" – please fix it in the first sorting box and the black row, third column.

Can you translate the words - Search, Export Excel, Show and entries? Here are the translations in the same order: Busque, Exportar en Excel, Ver, Entradas

Matthew just sent me a new entry, I will translate it and send it shortly.

We also need to (b) (5)

Thanks!

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, February 22, 2023 12:18 PM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Hi Gloria,

The table has been completed. Please review and let me know when you are ready to move it to the live site - [Respuesta de la FDA a la viruela símica \(mpox en inglés\) | FDA](#)

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Shazor, Kristin  
**Sent:** Tuesday, February 21, 2023 5:29 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Hi Gloria,

Good news – I was able to get assistance with getting the table completed! I should be able to get it on the live site by COB on **Thursday, 2/23**.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Tuesday, February 21, 2023 11:17 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Thank you, Kristin. I will let her know.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, February 21, 2023 11:08 AM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Good morning,

I am finished building the table in pre-prod.

I am not able to drop the entries in the table today or tomorrow but may be able to get to it on Thursday or Friday but you are more than welcomed to do that part. Once the all the information is inserted in the table, I can bring it over to the live site.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Tuesday, February 21, 2023 11:03 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>

**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Good morning,

Hope you had a nice weekend. Checking the status of this page? Need to report to Heidi.

Thank you,

Gloria

---

**From:** Sanchez-Contreras, Gloria

**Sent:** Thursday, February 16, 2023 11:05 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>

**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Hi Kristin,

Here are the translations:

- Fecha
- Actualización
- Borrar filtros

Thank you,

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, February 15, 2023 5:02 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Thanks! I started the table in our preprod environment - [Respuesta de la FDA a la viruela símica \(mpox en inglés\) | FDA](#).

Can you please translate the following terms so I can finish fixing the table's properties?

- Date
- Update
- Clear Filters

I am not sure I will be able to drop all of the entries in the table by this Friday so feel free to take this task on.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Wednesday, February 15, 2023 4:43 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

See attached

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, February 15, 2023 4:20 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Good afternoon,

Please provide a 1:1 translation for the below terms so I can build the table. I need both the English and Spanish version of every word listed. Thanks!

**Últimas noticias sobre la viruela símica**

| Tipo de información | Tema |
|---------------------|------|
|---------------------|------|

|                                            |
|--------------------------------------------|
| Información para el consumidor             |
| Actualización sobre la viruela símica      |
| Resumen diario                             |
| Comunicado de prensa/Declaración pública   |
| Evento                                     |
| Voces de la FDA: perspectivas de liderazgo |
| Información de seguridad                   |
| Información al consumidor                  |
| Podcast/Vídeo                              |

|                       |
|-----------------------|
| Animal y Veterinaria  |
| Productos Biológicos  |
| Medicamentos          |
| Alimentos y bebidas   |
| Guías                 |
| Importaciones         |
| Inspecciones          |
| Dispositivos médicos  |
| Información pública   |
| Retiros               |
| Investigación         |
| Productos de tabaco   |
| Cartas de advertencia |

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**Kristin Shazor, MSHA**  
 Web & Digital Services  
 Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Wednesday, February 8, 2023 1:39 PM  
**To:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** RE: 20230202 Tables for 1 to 1 translations.docx

Hi Kristin and Matthew,

I updated this page and changed “viruela del mono” to “viruela símica (mpox)” to be consistent with CDC. Attached is the translation for the table. Please replace all the text in the table with the one attached, since this one includes the updated translation for the Mpox in Spanish.

Thank you,

Gloria

---

**From:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Sent:** Thursday, February 2, 2023 4:51 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** 20230202 Tables for 1 to 1 translations.docx

Gloria,

This has the document for the 1:1 translation of the tables so Kristen can be 100% sure she creates the table with the correct wording/order.

It also has the redlined document for translation. It should be visually formatted close enough to the English version to make the formatting update easier.

**From:** [Guevara, Bessy](#)  
**To:** [Walsh, Sandy](#); [Henriques, Maria](#); [Staton, Anna](#)  
**Subject:** RE: Adding email subscription box to RC page  
**Date:** Thursday, May 18, 2023 4:14:00 PM  
**Attachments:** [image001.png](#)

---

Yes, I agree. Great idea!

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, May 18, 2023 3:02 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Adding email subscription box to RC page

I think it is OK to add – I don't think the group needs to review this.

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, May 18, 2023 2:12 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Adding email subscription box to RC page

Should I go ahead and ask Kristen and Nicole to add the box? Or does the RC working group need to chime in first?

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, May 18, 2023 2:05 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Adding email subscription box to RC page

Yes that would be great!

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, May 18, 2023 2:03 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Adding email subscription box to RC page

Hi, all.

I just spoke with Nicole Hollis about GovDelivery emails for Rumor Control, and she mentioned that the web team can add a box atop the RC page for people to subscribe to receive Rumor Control news.

Basically, like they do with Consumer Updates (see attachments). In fact, people would be subscribing to the Consumer Update email list.

I think this is a great idea and wanted to bring it to the group. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

**2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)**

**Office of External Affairs**

**U.S. Food and Drug Administration**

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Guevara, Bessy](#)  
**To:** [Staton, Anna](#); [Henriques, Maria](#); [Walsh, Sandy](#)  
**Cc:** [Leggin, Brooke](#)  
**Subject:** RE: Adding sunscreen to rumor control?  
**Date:** Wednesday, March 1, 2023 8:52:32 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Timing would also be great with Spring Break around the corner.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, March 1, 2023 8:32 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Adding sunscreen to rumor control?

FYI when I was at CDER and we posted that sunscreen related web-based quiz we were shocked at how many people didn't understand the recommendations related to sunscreen and infants. That would be a great piece to highlight IMO.

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Wednesday, March 1, 2023 8:30 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Adding sunscreen to rumor control?

Hi, Sandy. Sure, I'll take a look at our content and develop something.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, March 1, 2023 8:27 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** Adding sunscreen to rumor control?

Maria,

While we're trying still to get CTP to clear a "hot topic" module for Rumor Control on vaping, its taking loner than we'd hoped. Anna and I were trying to come up with other topics that are ripe for misinformation and thought maybe if needed for now we can replace vaping with sunscreen. And/or use sunscreen in the coming months as spring approaches.

I know you know this area pretty well! Might you be able to come up with a mock up of a sunscreen facts page similar to those we did for vaping, COVID and dietary supplements that we could get in front of CDER as soon as possible this week?

Let me know if you'd like to chat. Thanks!

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Henriques, Maria](#)  
**Subject:** RE: Anna/Maria - FDA-branded vaccine info for consumers  
**Date:** Thursday, April 20, 2023 10:00:42 AM  
**Attachments:** [image001.png](#)

---

Looks good to me.

---

**From:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Sent:** Thursday, April 20, 2023 9:49 AM  
**To:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** Anna/Maria - FDA-branded vaccine info for consumers

Hi, now that CBER is almost done with reviewing materials from this week's rollout, I'm hoping they can get with us on the vaccine hesitancy stuff. I've prepared a draft email to share with Dayle's team first and then with CBER, does this seem right based on discussions?

--

Attached is a draft of **consumer-friendly, bite-size bits of FDA information on vaccines to help consumers sort through all the noise out there.**

We plan to clear the messages with CBER and OCC and then **test the messages** via the group in CDER that has a message testing service.

Once finalized, we plan to package these in various ways and each of those communications products will be shared back with CBER and OCC as well. The goal is to give people actionable information at their fingertips, and they can get more in-depth information from the links provided. To that end, we tried to stick with already cleared information that is consumer-friendly.

 [DRAFT Vaccines 032223.docx](#)

**Communications ideas for the vaccine hesitancy messaging:**

(b) (5)

**From:** [Staton, Anna](#)  
**To:** [Leggin, Brooke](#); [Walsh, Sandy](#); [Henriques, Maria](#)  
**Subject:** RE: Article: "Died Suddenly" Is Anti-Vaxxers' New Favorite Phrase  
**Date:** Tuesday, January 24, 2023 12:02:54 PM

---

I really like the transparency aspect of the framing you proposed Brooke.

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Tuesday, January 24, 2023 11:53 AM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>;  
Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** Article: "Died Suddenly" Is Anti-Vaxxers' New Favorite Phrase

My favorite quote from this article: "Rumors are lies spread before the truth can get its pants on."

I'm hoping we can all get our pants on faster in the future

<https://slate.com/technology/2023/01/died-suddenly-covid-vaccine-misinformation.html>

(b) (5)

**From:** [Leggin, Brooke](#)  
**To:** [Walsh, Sandy](#); [Wasserman, Jill](#)  
**Subject:** RE: booster page  
**Date:** Friday, September 16, 2022 9:42:10 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Sounds good. I'm happy to make the Rumor Control edits to a Word copy of the Booster page if that would be helpful?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, September 16, 2022 9:41 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>  
**Subject:** booster page

Lorrie will be suggesting some edits to the Booster page. To be in line with that rumor control question OCC and CBER cleared as well as other things. She understands the challenges and that they're continuing to edit "cleared" language.

I had a nice chat with her. I'll connect with you shortly to explain.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Rebello, Heidi](#)  
**Cc:** [Saunders, Shelisha](#)  
**Subject:** RE: Can you do another quick copy edit  
**Date:** Thursday, April 13, 2023 2:36:00 PM  
**Attachments:** [Draft AH - Erica edit.docx](#)

---

Hi a couple of little suggestions.

---

**From:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Sent:** Thursday, April 13, 2023 2:27 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Cc:** Saunders, Shelisha <Shelisha.Saunders@fda.hhs.gov>  
**Subject:** Can you do another quick copy edit

Especially for that large graf.

**DRAFT ALL HANDS FROM THE COMMISSIONER**

Distribution Date: Monday, 4/17/23, exact time TBD

Subject: OEA Personnel News

Dear Colleagues,

It is with mixed emotions that I share with you that Erica Jefferson, our Associate Commissioner for External Affairs, has informed me of her decision to depart the FDA on May 19<sup>th</sup>.

(b) (5)

(b) (5)

**From:** [Leggin, Brooke](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#); [Henriques, Maria](#)  
**Subject:** RE: Check in: Rumor Control  
**Date:** Wednesday, January 25, 2023 8:49:44 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Yes, only because I'd want us to speak in a unified voice with all of the Centers and OCC – (b) (5)

/whatever you think is best here.

But maybe we just start with CFSAN

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, January 25, 2023 8:47 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Check in: Rumor Control

Sorry Brooke I'm not following, we should wait to send to CFSAN after we realign all content?

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Wednesday, January 25, 2023 8:45 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Check in: Rumor Control

I wondered if we should (b) (5)

Centers are not likely to create such content without guidelines.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, January 25, 2023 8:06 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>;  
Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Check in: Rumor Control

I'll send the dietary supplements draft page to CFSAN today.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, January 25, 2023 7:58 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>;  
Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Check in: Rumor Control

FYI CTP told me yesterday they can't get this back to us this week. They're aiming for next week and I asked for 'early next week.'

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, January 23, 2023 10:26 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** Check in: Rumor Control

Good morning team,

Checking in.

I saw from other emails that we're expecting a draft to a new Vaping section of facts this week. Do we have a status on dietary supplements?

I think it would be ideal if we could get something up by end of February. Here's why: According to our observances calendar, March observances include National Nutrition Month, National Consumer Protection Week and Patient Safety Awareness Week. We can leverage what we decide to publish on vaping and supplements and spotlight them and related content in the Web redesign. Social team can then promote accordingly.

|       |                                                                                                       |
|-------|-------------------------------------------------------------------------------------------------------|
| March | National Nutrition Month - Wumi<br>National Consumer Protection Week<br>Patient Safety Awareness Week |
|-------|-------------------------------------------------------------------------------------------------------|

Additionally, as we look to make updates to the rumor control page, I thought I'd share some observations as to how other orgs. title false info/rumors.

USA Today

[Fact check: No, Australian High Court hasn't banned COVID-19 vaccines for children](#)

[Fact check: False claim former FDA Commissioner Stephen Hahn was arrested for treason](#)

Bulleting Intelligence

[PolitiFact Finds DeSantis Claim That Bivalent Boosters Increase Chances Of COVID-19 Infection Is False.](#)

[USA Today: Claim That Former FDA Commissioner Was Arrested For Treason Is False.](#)

I'm not suggesting we need to change how we write the facts, but sharing in case we decide we need to.

I like the idea of [REDACTED] (b) (5)

[REDACTED].

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Guevara, Bessy](#); [Mulieri, Chris](#)  
**Subject:** RE: Comms Council on Rumor Control  
**Date:** Thursday, May 18, 2023 11:39:00 AM  
**Attachments:** [image001.png](#)

---

(b) (6)

I could do no more than 10-15 minutes right at 2pm if necessary. If the conversation lingers will need Heidi and Chris to handle.

Would need to get with you Bessy on a couple of slides and some talk points before if you are willing.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Thursday, May 18, 2023 11:37 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Comms Council on Rumor Control

Sandy/Chris,

Heidi would like to provide an update on the relaunch of the Rumor Control page at the next comms council meeting May 23 at 2 p.m. She asked me to check with you about presenting to the council.

Let me know if you rather I present.

Thanks!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Hollis, Nicole](#)  
**To:** [Walsh, Sandy](#); [Mulieri, Chris](#); [Henriques, Maria](#); [Braithwaite, Sonia](#)  
**Cc:** [Staton, Anna](#); [Morris, Steven](#)  
**Subject:** RE: Create GovDelivery Template for Rumor Control Content?  
**Date:** Tuesday, May 16, 2023 11:42:18 AM  
**Attachments:** [image007.png](#)  
[image013.png](#)

---

Hi all!

One option to consider is to make sure people are opted in is to update the “Questions” that Consumer Updates currently uses to determine content interest. We can add Rumor Control as one of the options. Which also brings me to point out that upon review we noticed that your questions are assigned to all FDA topics and not just consumer updates. This creates erroneous metrics and most importantly, it affects the FDA email sign-ups for all programs FDA-wide. These questions should be reassigned to Consumer Updates only. I can take care of that today. Let me know!

Thanks!

*Nicole M. Hollis, MBA*

*Marketing Management Specialist*

**Web and Digital Services Staff**

WO Building 32 Rm 5313

P: 301-796-6801



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 11:21 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Create GovDelivery Template for Rumor Control Content?

OR, we can send these as consumer update little articles if that's better.

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 11:20 AM  
**To:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Create GovDelivery Template for Rumor Control Content?

All,

Just a couple of things here:

1. Nicole – please stay connected and work closely with Maria and team on this new template.
2. I am not sure that we can just use the CU list for this. The issue I see is that these users “opted-in” to receive CU information from FDA. They did not opt in to receive this additional information and we do not want to break any rules. Nicole – what is your read on this? Would it be more appropriate to create a new list and have people opt-in?

Thanks all.

Chris

---

**From:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 10:49 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Create GovDelivery Template for Rumor Control Content?

Fantastic!

[Here](#) is the link to GovDelivery support. There is no specific person. They will assign your request today and the person who gets the request will reach out to you via email.

*Nicole M. Hollis, MBA*

*Marketing Management Specialist*

**Web and Digital Services Staff**

WO Building 32 Rm 5313

P: 301-796-6801



---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 10:19 AM  
**To:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Create GovDelivery Template for Rumor Control Content?

Hi, Nicole. We are using the Consumer Update email list, so no new list is needed.

For the template, we just wanted to create a branded template for Rumor Control so we can send these emails out occasionally. Much like we did for the COVID-19 FAQ emails.

I can work with whoever I need to on creating the template. Please let me know who that is for next time.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>

**Sent:** Tuesday, May 16, 2023 10:11 AM

**To:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;

Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Create GovDelivery Template for Rumor Control Content?

Hi Sandy,

the quickest way to have this done is to have one of the GovDelivery users from your team put in a ticket with govD to have a custom template created. They will work directly with your team on images and formatting. The turnaround time is relatively quick. You can give them a quick mockup or description of what you are looking for and they will create the template on your behalf.

Also, please let me know if you need a topic (subscription list) created specifically for Rumor control. I can set that up for you today to go live.

*Nicole M. Hollis, MBA*

*Marketing Management Specialist*

**Web and Digital Services Staff**

WO Building 32 Rm 5313

P: 301-796-6801



---

**From:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 8:56 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Create GovDelivery Template for Rumor Control Content?

Thanks Sandy and will do. Since that time, I know that there have been some updates to the platform so we will take a look at the old CU template and go from there. Nicole is now our day-to-day lead for govDelivery. Let us see what is doable and we will get back in touch.

**Sonia Braithwaite, PMP (she/her/hers)** | *Supervisory Information Technology Specialist*  
OEA Web & Digital Services

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**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 8:36 AM  
**To:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** Create GovDelivery Template for Rumor Control Content?

Hi Sonia,  
It looks like a few years ago you all created a customized Consumer Update template for our GovDelivery. We would like to start sending occasional GovD emails out when there are updates to the Rumor Control page. Is it possible for you to create a Rumor Control customized template for that in GovD?

Please let me know if you need anything from us. Thanks.

Sandy

---

**From:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Sent:** Tuesday, September 8, 2020 4:14 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Miller, Lynn <[Lynn.Miller@fda.hhs.gov](mailto:Lynn.Miller@fda.hhs.gov)>  
**Cc:** Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** \*\*NEW\*\* GovDelivery Template for Consumer Updates

Hi Sandy and Team –

We wanted to let you know that we created a **\*\*NEW\*\*** template called “FDA Consumer Update Template” just for your team to use for sending out CUs in GovDelivery.

From your GovDelivery dashboard, click on the Bulletins link on the left-hand side and this takes you to the Bulletins section. At the top you’ll want to click “create advanced bulletin”. From there you should be able to see the new CU template as an option. And based on what you’re conveying in the body of each CU, you can use the advanced bulletin editor to drag/drop to set up the content blocks however you chose.

Hope this new CU template is helpful.

Thanks,

Sonia

**Sonia Braithwaite, PMP**

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-796-9231 / Cell: (b) (6)

[sonia.braithwaite@fda.hhs.gov](mailto:sonia.braithwaite@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Leggin, Brooke](#)  
**Cc:** [Morin, Sean](#)  
**Subject:** RE: Draft misinfo video  
**Date:** Wednesday, February 15, 2023 12:55:37 PM

---

Sharing your feedback with Sean . I think we'll have 4 videos total ready for relaunch of the misinfo page in mid-March!

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Wednesday, February 15, 2023 11:15 AM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** RE: Draft misinfo video  
Omg love this and think it's so fabulous.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, February 14, 2023 8:03 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Draft misinfo video  
FYI

---

**From:** Staton, Anna  
**Sent:** Tuesday, February 14, 2023 8:00 PM  
**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: FOR REVIEW: Draft video scripts on misinfo  
Sean has completed the first video in the misinformation series. We sent it to OCC so they can see the final product and check for any red flags. (Even though they cleared the scripts, there's a lot of text on screen we wanted them to be aware of.) Sending along for your awareness too.  
[https://fda-my.sharepoint.com/:v/g/personal/sean\\_morin\\_fda\\_gov/EZVwVnWUjwJFuQi1HvWT4mQB9hq4FqMzRVkhfZq245mXSw](https://fda-my.sharepoint.com/:v/g/personal/sean_morin_fda_gov/EZVwVnWUjwJFuQi1HvWT4mQB9hq4FqMzRVkhfZq245mXSw)

**From:** [Kimberly, Brad](#)  
**To:** [Staton, Anna](#); [Walsh, Sandy](#); [Guevara, Bessy](#); [Shazor, Kristin](#); [Mulieri, Chris](#)  
**Cc:** [Braithwaite, Sonia](#)  
**Subject:** RE: Draft of Rumor Control page  
**Date:** Thursday, July 28, 2022 11:10:00 AM  
**Attachments:** [image031.png](#)  
[image032.png](#)  
[image033.png](#)  
[image034.png](#)  
[image035.png](#)  
[image036.png](#)  
[image037.png](#)  
[image038.png](#)  
[image039.png](#)  
[image046.png](#)  
[image047.png](#)  
[image048.png](#)  
[image049.png](#)  
[image050.png](#)  
[image051.png](#)  
[image052.png](#)  
[image053.png](#)  
[image054.png](#)  
[image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

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The old ones aren't updated yet. I know Mark is working on it.

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Thursday, July 28, 2022 11:06 AM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Cc:** Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>

**Subject:** RE: Draft of Rumor Control page

Sounds like the JAM thumbnails are updated to have the question appear. Kristin, not sure if you need to update those links on the page?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, July 27, 2022 3:20 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Yes good catch.

Also so the group knows, as things change often with content, I had to send some questions back to CBER re: the rumor/facts we'd written out and will let you know when I get their feedback but my guess is it won't be today. So the rumor/facts might need updates.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Wednesday, July 27, 2022 3:18 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Should we remove the last video in the Gallery:



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Monday, July 25, 2022 4:33 PM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Hi all,

I've added the image to the page and changed the way we display the rumors. Please review and let me know your thoughts.

[Rumor Control | FDA](#)

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Monday, July 25, 2022 11:04 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Mucho

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Monday, July 25, 2022 11:03 AM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Better?

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Monday, July 25, 2022 10:40 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

(b) (5)

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, July 25, 2022 9:57 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Thoughts on these? (It's the best we could do with limited photos options at the moment.)

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Thursday, July 21, 2022 10:38 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Good morning,

Circling back.

The current version still has video thumbnails that need to be updated. As Kristin mentioned, it looks like the same video has been posted six times.

(b) (5)

How can I help get this page ready for Erica's review?

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Tuesday, July 19, 2022 11:58 AM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Anagnostiadis, Eleni <[Eleni.Anagnostiadis@fda.hhs.gov](mailto:Eleni.Anagnostiadis@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

No not yet, the lighting in the room on intern day was suboptimal. (That's where we were hoping to get some shots of RMC.) Waiting to see if Sean can adjust lighting in post, but we're also trying to get him set up with basic equipment. Dayle/Eleni, does SES have any recent candid RMC photos?

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Tuesday, July 19, 2022 11:36 AM

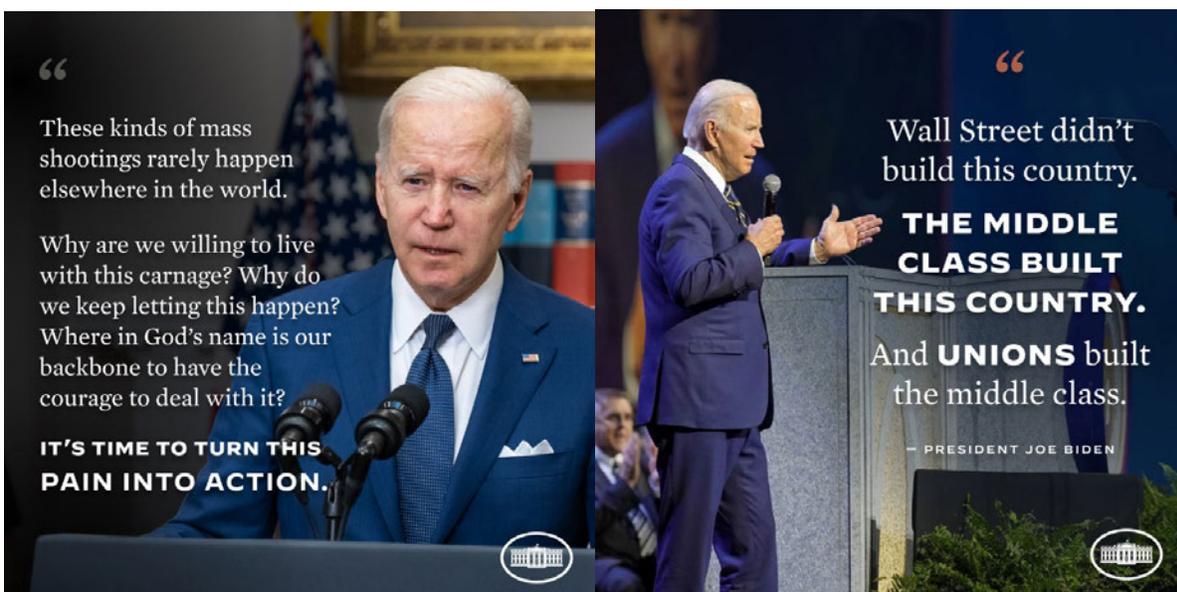
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Good morning,

Checking-in. Did we get any photos to use for this page? Here are some ideas (obviously these were formatted for IG). But something similar could break up the text of the page.





---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Tuesday, July 12, 2022 3:17 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

We might be able to get a “candid” photo of RMC tomorrow during intern day. I’ll see.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Tuesday, July 12, 2022 3:12 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

It’s neither or those. I was suggesting an image to go with the quote or text overlay on image. The page is text heavy, so I wasn’t sure if we add a visual element to enhance the page.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Tuesday, July 12, 2022 3:02 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

What graphic did you need and what size? I don’t recall the image you’re referencing. Brad/Sandy,

are we trying to use any of the images Damian drafted months ago?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, July 12, 2022 2:46 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Good afternoon,

I've made the requested edits to the page - [Rumor Control | FDA](#)

Please note:

- I still need the graphic for the top of the page. The same size image as the last time will work.
- I've changed the font color for the answers but may cause confusion to readers since it's the same color used for links. Also, it's advised that all text on FDA.gov is black unless it's a hyperlink due to possible accessibility issues. Just something to consider...
- The video thumbnails should be updated as it looks like the same video has been posted six times. Added it so you all can see what I mean.

Feel free to respond with any questions or concerns.

Thank you,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, July 5, 2022 9:37 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Good morning,

Circling back on this. Heidi was able to preview the page last week and agreed we should aim to add some visual design elements where we can. I know we had talked about changing the thumbnails to the videos to add the video gallery. The next step will be to show Erica, but want to be sure we've made updates to the page before doing so.

Please let me know how I can help.

Thanks,

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Guevara, Bessy

**Sent:** Tuesday, June 28, 2022 4:55 PM

**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Thanks all for working to create this page and today's presentation.

One of the things we talked about during the meeting is how "people don't read". With that in mind, is it feasible to do something like the attached? Essentially, I added the standard blue to highlight the "facts" and broke up the content with the gray lines, as I've seen in other parts of the FDA website.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)





---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Monday, June 27, 2022 2:45 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Sounds good, thank you.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, June 27, 2022 2:44 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

I've added the Rumor Control preview as part of the agenda for tomorrow's misinformation meeting. Please let me know if you decide otherwise.

Thanks!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Monday, June 27, 2022 1:46 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

I don't have any comments – Brad?

---

**From:** Walsh, Sandy  
**Sent:** Friday, June 24, 2022 5:15 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Thanks Kristin, confirming receipt will take a look on Monday morning.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Friday, June 24, 2022 4:36 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hello!

I added the twitter image to the page and I like the way it looks. Please take a look and let me know your thoughts.

[Rumor Control | FDA](#)

Once the thumbnails have been changed on the videos, I can add them to the bottom of the page above Additional Resources.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 11:37 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

That is correct.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 11:35 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

There is not a hard date but I suspect we should preview the page for the working group and get Heidi's sign off in the next week or so. (Bessy is that correct?)

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 11:21 AM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

I think that's a good idea to add some color to the page. I can play around with the image on the page and let you guys know when to review.

What's the timeline for publishing this content?

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 11:20 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

(b) (5)

This is about 300px wide, but I can make it whatever size width and height.

The URL would go to...

[https://twitter.com/US\\_FDA/timelines/1534558022638477313](https://twitter.com/US_FDA/timelines/1534558022638477313)

(b) (5)

You can play around with sizes and such (and make your own screenshots) here:

<https://publish.twitter.com/?>

[query=https%3A%2F%2Ftwitter.com%2FUS\\_FDA%2Ftimelines%2F1534558022638477313&widget=Timeline](https://publish.twitter.com/?query=https%3A%2F%2Ftwitter.com%2FUS_FDA%2Ftimelines%2F1534558022638477313&widget=Timeline)

**Brad Kimberly**

*Director, Social Media*

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Thursday, June 23, 2022 11:11 AM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;

Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

The page has a variety of coding done on the page. Some of the items on the page were coded by hand and some items are using the tools in Drupal.

Feel free to share your ideas with the content and I will let you know if it can be done or not.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Thursday, June 23, 2022 9:25 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;

Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Well, I have an idea. But is this page just text only (with HTML adjustments that can be made)? In essence, are these insets that exist now being accomplished through hard coding?

**Brad Kimberly**

Director, Social Media

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, June 23, 2022 9:20 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi, thanks Kristin.

Brad, LMK if you want to chat about the two questions below, I still think we want to include those items just to have some variety and additional resources available.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 22, 2022 5:10 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi there,

I have added the cleared language to the Rumor Control page - [Rumor Control | FDA](#).

What did the group decide regarding the twitter image and videos?

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

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**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 22, 2022 8:24 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Hi Kristin,

Erica cleared the attached brief intro text.

At the workgroup meeting yesterday there were no new concerning trends/fact checks so there are not any new suggested "Facts" right this minute to add.

Thanks.

Sandy

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Thursday, June 16, 2022 9:36 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Sounds good, thanks!

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Thursday, June 16, 2022 9:35 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Ok I'll clear those sentences.

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Thursday, June 16, 2022 9:16 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

I will make the edits once I get the cleared language from you and the working group. From what you said yesterday, this language isn't cleared. Please correct me if I am wrong.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, June 16, 2022 9:11 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi just making sure I understand your process, will you be making the edits to the intro now for the preview page?

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 5:26 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Yes, I saw it. It looks fine to me. Thanks!

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 5:04 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Thanks I'll take a look. We'll have to figure out a process with the working group on how to keep this updated and fresh.

Just double checking did you see my attachment earlier re: the introduction language draft?

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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 4:57 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi Sandy,

I have updated the page to incorporate (b) (5). Let me know if this works?

We can't make this dynamic until the SME determines what content needs to be pulled in. I am not sure if this will be an easy task. It makes sense but someone would have to be the person to flag these updates for inclusion. Since I am not the SME on this topic, I need someone to identify what content should be listed (b) (5).

I can rearrange the videos once they have been updated.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 3:12 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

(b) (5)  
(b) (5)  
(b) (5)  
(b) (5)  
(b) (5)  
(b) (5). But defer to you all on if that makes sense based on your expertise on building out this type of page.

(b) (5)  
(b) (5)  
(b) (5)

Attached is a draft of what I think might work for the introduction. If you all think this works we can share with Erica and Heidi to clear.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 2:09 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi Sandy,

We do not have an example, model, or wordcount requirement for the introduction. I started the introduction, feel free to add to that.

(b) (5)

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 12:33 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi thanks for the clarifications. I don't think anyone ever wanted this to be entirely new content per se. We gave several ideas when we all talked but sounds like not many of them are doable. So I'm sort of at a loss on what else to feature, what do you all recommend that looks nice and would be good for visitors?

I know we'd discussed Brad's recommendation of a carousel of videos or playlist, it sounds like a good addition to "jazz" up the page and make it less wordy so thanks for the responses around that.

(b) (5)

As for the specific Facts, I know we want to avoid the "wall of text" look. We plan to write up and feature the newest fact checks but that remains to be seen how much and how often. I don't want

to dredge up old rumors just to populate the page right now.

For the “introduction” is there an example or model, or wordcount, you’d like us to follow? That would be helpful so we know what to give you.

Sandy

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 12:11 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Ah, I see. As for thumbnails on vids, I can totally configure that with Mark’s help.

**Brad Kimberly**  
*Director, Social Media*

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 12:10 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Brad – From my perspective for only 4 facts at this point it isn’t worth developing individual pages. There would be absolutely no content on the landing page itself. We need to think in terms of what is best approach for getting the page stood up and live. We are planning on enhancing it over time when additional content becomes available. We can build the dynamic list and each can link off to an individual page – but I just don’t think we are there yet in terms of content.

Chris

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 12:06 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Just pinging on article length. What is the minimum length you require?

**Brad Kimberly**  
Director, Social Media

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, June 15, 2022 11:53 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Draft of Rumor Control page

Hi Sandy, thanks for your feedback!

It's been a challenge for me to build this page without knowing how frequent the content will be updated, the focus of the page, and if other facts will be listed. As of now, this is the best that I could do with the content given to me.

As far as the videos – [REDACTED] (b) (5)

We can definitely change the title of the facts to a more generic one like you mentioned however I think it would be helpful to readers to organize the facts based on topics.

These facts are not long enough for an entire article page. If you wanted to do pages for different topics, that's something we could do once we get more content. But keep in mind, we will need more content on this main landing page if you decide to go that route.

[REDACTED] (b) (5)

If you want to remove it, I can...no worries.

Now that you see the layout of the page, is there content you can add or is this it for now? Also, I understand you may not have much to add to the introduction but what's there needs to be fine tuned and some background info or purpose of the page should definitely be included.

Once we have the twitter image, I can add that to the bottom of the intro text to help break some of the text up on the page.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, June 15, 2022 11:39 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Draft of Rumor Control page

Hi Kristin, thanks for this!

A couple of thoughts and questions:

We were hoping this would not be just featuring all text, curious if you can share the vision for future iterations and how you'll integrate more video as a separate thing, not just as an inset on specific Fact check?

In the intro I don't think we need a bunch of additional language there, I don't foresee needing a bunch of text right now.

RE: The COVID-19 Facts section, while we only have COVID-19 Facts in this iteration, would it be better to have a general title (e.g. "(b) (5)") or is your vision that we'd have a COVID-19 specific section then other sections as more content on diverse topics comes in?

We'd discussed having the Facts in separate little "articles" on their own pages that people could click on to read and then therefore be able to share quickly on social media individually. Is that still possible and are you still working on it? (Versus in just text, one after the other ,as it appears in this mock up?)

[Redacted content] (b) (5)

Sandy

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Tuesday, June 14, 2022 10:04 AM

**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** Draft of Rumor Control page

Good morning,

Please take a look at the Rumor Control draft page - [Rumor Control | FDA](#) and let me know your thoughts.

Thanks,

**Kristin V. Shazor, MSHA**

*Technical Information Specialist*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 202-527-5006

[kristin.shazor@fda.hhs.gov](mailto:kristin.shazor@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Guevara, Bessy](#); [Shazor, Kristin](#)  
**Cc:** [Mulieri, Chris](#)  
**Subject:** RE: Editorial calendar for rumor control  
**Date:** Thursday, May 4, 2023 9:50:00 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

I guess we need to discuss a rollout plan for that too! Has a comms plan been started, I don't even remember.

### Maybe May 11 or 15?

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Thursday, May 4, 2023 9:46 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Editorial calendar for rumor control

Sounds like a plan.

Do you all have a recommendation for when to go live with Rumor Control?

### **Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration  
Cell: (b) (6)  
[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, May 4, 2023 9:43 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** Editorial calendar for rumor control

Hi Bessy,

Brooke will take the lead for my team for putting together the editorial calendar for rumor control. I'd like to get a small group together next week to discuss, sound good? We can list out the assets

we already have finished to line them up for posting and also list out what is in development and what we need to begin creating.

Thanks.

Sandy

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Rebello, Heidi](#); [Shazor, Kristin](#)  
**Cc:** [Guevara, Bessy](#); [Walsh, Sandy](#); [Mulieri, Chris](#); [Braithwaite, Sonia](#); [Kimberly, Brad](#)  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER  
**Date:** Tuesday, August 2, 2022 11:05:24 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

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(b) (5)

Once we have a final draft of the page ready we can have a writer do a copyedit. Chris, just let us know when it's ready.

Thanks!  
Anna

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**From:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>  
**Sent:** Tuesday, August 2, 2022 10:50 AM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

(b) (5)

The whole section should be copyedited. Some of the statements are missing periods (e.g., first

two).

(b) (5)

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 7:40 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>;  
Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>;  
Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** Edits for Rumor Control Page from OCC & CBER

Hi Kristin,

Attached are the OCC, and related CBER, edits for the Rumor Control page. Please let me know if there are any concerns.

Thanks!  
Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Felberbaum, Michael](#)  
**To:** [McCue, Jean](#); [Finnen, April](#); [Hatch, Shannon](#); [Kahn, Jeremy](#); [Kumar, Dinesh](#); [Cristinzio, Dayle](#); [Laine, Susan](#); [Booze, Kristen](#); [Lal, Renu](#); [McNeill, Lorrie](#); [Frantz-Bohn, Susan](#); [MacLennan, Lori](#); [Frydl, Andrea](#); [Norris, Anne](#); [Sadove, Elizabeth](#)  
**Cc:** [Mair, Michael](#); [Rebello, Heidi](#); [Alicea-Rivera, Esteban](#); [Leggin, Brooke](#); [Wagner, Lindsay](#); [Busch, Marcy](#); [Ford, Kemba D.](#); [Sanchez-Contreras, Gloria](#); [Anagnostiadis, Eleni](#); [Fritsch, Beth F.](#); [Walsh, Sandy](#); [Baumgartner, Kristofer](#); [Arellano, Shena](#); [Dupont, Jarilyn](#); [Putnam, Juli](#)  
**Subject:** RE: End of PHE comms touch base - notes and action items  
**Date:** Friday, March 3, 2023 11:12:36 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

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Good morning,

FDA is awaiting final clearance on this FRN. As you work on your center/office-specific communications, I wanted to share that we are currently anticipating it may display as early as mid-week next week.

Michael

**Michael Felberbaum (he/him/his)**

*Assistant Commissioner for Media Affairs*

Office of Media Affairs

Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-9548 / Cell: (b) (6)

[michael.felberbaum@fda.hhs.gov](mailto:michael.felberbaum@fda.hhs.gov)



---

**From:** Felberbaum, Michael

**Sent:** Friday, February 24, 2023 10:13 AM

**To:** [McCue, Jean](mailto:Jean.McCue@fda.hhs.gov) <[Jean.McCue@fda.hhs.gov](mailto:Jean.McCue@fda.hhs.gov)>; [Finnen, April](mailto:April.Finnen@fda.hhs.gov) <[April.Finnen@fda.hhs.gov](mailto:April.Finnen@fda.hhs.gov)>; [Hatch, Shannon](mailto:Shannon.Hatch@fda.hhs.gov) <[Shannon.Hatch@fda.hhs.gov](mailto:Shannon.Hatch@fda.hhs.gov)>; [Kahn, Jeremy](mailto:Jeremy.Kahn@fda.hhs.gov) <[Jeremy.Kahn@fda.hhs.gov](mailto:Jeremy.Kahn@fda.hhs.gov)>; [Kumar, Dinesh](mailto:Dinesh.Kumar@fda.hhs.gov) <[Dinesh.Kumar@fda.hhs.gov](mailto:Dinesh.Kumar@fda.hhs.gov)>; [Cristinzio, Dayle](mailto:Dayle.Cristinzio@fda.hhs.gov) <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; [Laine, Susan](mailto:Susan.Laine@fda.hhs.gov) <[Susan.Laine@fda.hhs.gov](mailto:Susan.Laine@fda.hhs.gov)>; [Booze, Kristen](mailto:Kristen.Booze@fda.hhs.gov) <[Kristen.Booze@fda.hhs.gov](mailto:Kristen.Booze@fda.hhs.gov)>; [Lal, Renu](mailto:Renu.Lal@fda.hhs.gov) <[Renu.Lal@fda.hhs.gov](mailto:Renu.Lal@fda.hhs.gov)>; [McNeill, Lorrie](mailto:Lorrie.McNeill@fda.hhs.gov) <[Lorrie.McNeill@fda.hhs.gov](mailto:Lorrie.McNeill@fda.hhs.gov)>; [Frantz-Bohn, Susan](mailto:Susan.Frantzbohn@fda.hhs.gov) <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; [MacLennan, Lori](mailto:Lori.MacLennan@fda.hhs.gov) <[Lori.MacLennan@fda.hhs.gov](mailto:Lori.MacLennan@fda.hhs.gov)>; [Frydl, Andrea](mailto:Andrea.Frydl@fda.hhs.gov) <[Andrea.Frydl@fda.hhs.gov](mailto:Andrea.Frydl@fda.hhs.gov)>; [Norris, Anne](mailto:Anne.Norris@fda.hhs.gov) <[Anne.Norris@fda.hhs.gov](mailto:Anne.Norris@fda.hhs.gov)>; [Sadove, Elizabeth](mailto:Elizabeth.Sadove@fda.hhs.gov) <[Elizabeth.Sadove@fda.hhs.gov](mailto:Elizabeth.Sadove@fda.hhs.gov)>

**Cc:** [Mair, Michael](mailto:Michael.Mair@fda.hhs.gov) <[Michael.Mair@fda.hhs.gov](mailto:Michael.Mair@fda.hhs.gov)>; [Rebello, Heidi](mailto:Heidi.Rebello@fda.hhs.gov) <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; [Alicea-Rivera, Esteban](mailto:Esteban.Alicea-Rivera@fda.hhs.gov) <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; [Leggin, Brooke](mailto:Brooke.Leggin@fda.hhs.gov) <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; [Wagner, Lindsay](mailto:Lindsay.Wagner@fda.hhs.gov) <[Lindsay.Wagner@fda.hhs.gov](mailto:Lindsay.Wagner@fda.hhs.gov)>; [Busch, Marcy](mailto:Marcy.Busch@fda.hhs.gov) <[Marcy.Busch@fda.hhs.gov](mailto:Marcy.Busch@fda.hhs.gov)>; [Ford, Kemba D.](mailto:Kemba.Ford@fda.hhs.gov) <[Kemba.Ford@fda.hhs.gov](mailto:Kemba.Ford@fda.hhs.gov)>; [Sanchez-Contreras, Gloria](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov) <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; [Anagnostiadis, Eleni](mailto:Eleni.Anagnostiadis@fda.hhs.gov) <[Eleni.Anagnostiadis@fda.hhs.gov](mailto:Eleni.Anagnostiadis@fda.hhs.gov)>; [Fritsch, Beth F.](mailto:Beth.Fritsch@fda.hhs.gov) <[Beth.Fritsch@fda.hhs.gov](mailto:Beth.Fritsch@fda.hhs.gov)>; [Walsh, Sandy](mailto:Sandy.Walsh@fda.hhs.gov) <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; [Baumgartner, Kristofer](mailto:Kristofer.Baumgartner@fda.hhs.gov) <[Kristofer.Baumgartner@fda.hhs.gov](mailto:Kristofer.Baumgartner@fda.hhs.gov)>; [Arellano, Shena](mailto:Shena.Arellano@fda.hhs.gov) <[Shena.Arellano@fda.hhs.gov](mailto:Shena.Arellano@fda.hhs.gov)>; [Dupont, Jarilyn](mailto:Jarilyn.Dupont@fda.hhs.gov) <[Jarilyn.Dupont@fda.hhs.gov](mailto:Jarilyn.Dupont@fda.hhs.gov)>;

Putnam, Juli <JuliAnn.Putnam@fda.hhs.gov>

**Subject:** RE: End of PHE comms touch base - notes and action items

Good morning all –

Sharing from our weekly call with the policy team, the FRN could be ready to display **as early as the week of March 6**. That does not mean it WILL happen on March 6, or that week, but **center comms regarding specific guidances noted in the FRN should be ready to go in case it is ready for display**.

Michael

**Michael Felberbaum (he/him/his)**

*Assistant Commissioner for Media Affairs*

**Office of Media Affairs**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-9548 / Cell: (b) (6)

[michael.felberbaum@fda.hhs.gov](mailto:michael.felberbaum@fda.hhs.gov)



---

**From:** McCue, Jean <[Jean.McCue@fda.hhs.gov](mailto:Jean.McCue@fda.hhs.gov)>

**Sent:** Friday, February 17, 2023 3:16 PM

**To:** Finnen, April <[April.Finnen@fda.hhs.gov](mailto:April.Finnen@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Hatch, Shannon <[Shannon.Hatch@fda.hhs.gov](mailto:Shannon.Hatch@fda.hhs.gov)>; Kahn, Jeremy <[Jeremy.Kahn@fda.hhs.gov](mailto:Jeremy.Kahn@fda.hhs.gov)>; Kumar, Dinesh <[Dinesh.Kumar@fda.hhs.gov](mailto:Dinesh.Kumar@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Laine, Susan <[Susan.Laine@fda.hhs.gov](mailto:Susan.Laine@fda.hhs.gov)>; Booze, Kristen <[Kristen.Booze@fda.hhs.gov](mailto:Kristen.Booze@fda.hhs.gov)>; Lal, Renu <[Renu.Lal@fda.hhs.gov](mailto:Renu.Lal@fda.hhs.gov)>; McNeill, Lorrie <[Lorrie.McNeill@fda.hhs.gov](mailto:Lorrie.McNeill@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; MacLennan, Lori <[Lori.MacLennan@fda.hhs.gov](mailto:Lori.MacLennan@fda.hhs.gov)>; Frydl, Andrea <[Andrea.Frydl@fda.hhs.gov](mailto:Andrea.Frydl@fda.hhs.gov)>; Norris, Anne <[Anne.Norris@fda.hhs.gov](mailto:Anne.Norris@fda.hhs.gov)>; Sadove, Elizabeth <[Elizabeth.Sadove@fda.hhs.gov](mailto:Elizabeth.Sadove@fda.hhs.gov)>

**Cc:** Mair, Michael <[Michael.Mair@fda.hhs.gov](mailto:Michael.Mair@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Wagner, Lindsay <[Lindsay.Wagner@fda.hhs.gov](mailto:Lindsay.Wagner@fda.hhs.gov)>; Busch, Marcy <[Marcy.Busch@fda.hhs.gov](mailto:Marcy.Busch@fda.hhs.gov)>; Ford, Kemba D. <[Kemba.Ford@fda.hhs.gov](mailto:Kemba.Ford@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Anagnostiadis, Eleni <[Eleni.Anagnostiadis@fda.hhs.gov](mailto:Eleni.Anagnostiadis@fda.hhs.gov)>; Fritsch, Beth F. <[Beth.Fritsch@fda.hhs.gov](mailto:Beth.Fritsch@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Baumgartner, Kristofer <[Kristofer.Baumgartner@fda.hhs.gov](mailto:Kristofer.Baumgartner@fda.hhs.gov)>; Arellano, Shena <[Shena.Arellano@fda.hhs.gov](mailto:Shena.Arellano@fda.hhs.gov)>; Dupont, Jarilyn <[Jarilyn.Dupont@fda.hhs.gov](mailto:Jarilyn.Dupont@fda.hhs.gov)>; Putnam, Juli <[JuliAnn.Putnam@fda.hhs.gov](mailto:JuliAnn.Putnam@fda.hhs.gov)>

**Subject:** RE: End of PHE comms touch base - notes and action items

Thanks for coordinating the meeting today, April. (b) (6)

so if folks have questions about the COVID-19 guidance FRN while I'm away, please reach out to my colleague Shena Arellano.

Thanks-and have a good long weekend.

Jean

---

**From:** Finnen, April <[April.Finnen@fda.hhs.gov](mailto:April.Finnen@fda.hhs.gov)>

**Sent:** Friday, February 17, 2023 3:08 PM

**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Hatch, Shannon <[Shannon.Hatch@fda.hhs.gov](mailto:Shannon.Hatch@fda.hhs.gov)>; Kahn, Jeremy <[Jeremy.Kahn@fda.hhs.gov](mailto:Jeremy.Kahn@fda.hhs.gov)>; Kumar, Dinesh <[Dinesh.Kumar@fda.hhs.gov](mailto:Dinesh.Kumar@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Laine, Susan <[Susan.Laine@fda.hhs.gov](mailto:Susan.Laine@fda.hhs.gov)>; Booze, Kristen <[Kristen.Booze@fda.hhs.gov](mailto:Kristen.Booze@fda.hhs.gov)>; Lal, Renu <[Renu.Lal@fda.hhs.gov](mailto:Renu.Lal@fda.hhs.gov)>; McNeill, Lorrie <[Lorrie.McNeill@fda.hhs.gov](mailto:Lorrie.McNeill@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; MacLennan, Lori <[Lori.MacLennan@fda.hhs.gov](mailto:Lori.MacLennan@fda.hhs.gov)>; Frydl, Andrea <[Andrea.Frydl@fda.hhs.gov](mailto:Andrea.Frydl@fda.hhs.gov)>; Norris, Anne <[Anne.Norris@fda.hhs.gov](mailto:Anne.Norris@fda.hhs.gov)>; Sadove, Elizabeth <[Elizabeth.Sadove@fda.hhs.gov](mailto:Elizabeth.Sadove@fda.hhs.gov)>; McCue, Jean <[Jean.McCue@fda.hhs.gov](mailto:Jean.McCue@fda.hhs.gov)>

**Cc:** Mair, Michael <[Michael.Mair@fda.hhs.gov](mailto:Michael.Mair@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Wagner, Lindsay <[Lindsay.Wagner@fda.hhs.gov](mailto:Lindsay.Wagner@fda.hhs.gov)>; Busch, Marcy <[Marcy.Busch@fda.hhs.gov](mailto:Marcy.Busch@fda.hhs.gov)>; Ford, Kemba D. <[Kemba.Ford@fda.hhs.gov](mailto:Kemba.Ford@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Anagnostiadis, Eleni <[Eleni.Anagnostiadis@fda.hhs.gov](mailto:Eleni.Anagnostiadis@fda.hhs.gov)>; Fritsch, Beth F. <[Beth.Fritsch@fda.hhs.gov](mailto:Beth.Fritsch@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Baumgartner, Kristofer <[Kristofer.Baumgartner@fda.hhs.gov](mailto:Kristofer.Baumgartner@fda.hhs.gov)>; Arellano, Shena <[Shena.Arellano@fda.hhs.gov](mailto:Shena.Arellano@fda.hhs.gov)>; Dupont, Jarilyn <[Jarilyn.Dupont@fda.hhs.gov](mailto:Jarilyn.Dupont@fda.hhs.gov)>; Putnam, Juli <[JuliAnn.Putnam@fda.hhs.gov](mailto:JuliAnn.Putnam@fda.hhs.gov)>

**Subject:** RE: End of PHE comms touch base - notes and action items

Thank you all for a helpful meeting today. You can find the notes from our meeting  [here in SharePoint](#) (also pasted below for easy reference). Please let me know if I've missed anything, or feel free to add to the document as you have updates. **Action items discussed today are in yellow.** Sorry it's a bit long, but wanted to capture the discussion so far, as this has been of interest to many people agency-wide. Thanks, and have a nice weekend!

## **Agenda & notes – End of PHE comms coordination meeting**

**February 17, 2023**

Please feel free to add/update as needed, or add new documents to the new [End of PHE comms folder](#) in the JIC SharePoint.

### **1. FR notices** (for center stakeholder comms planning)

- a. **FDA will issue a FRN:** Guidance Documents Related to Coronavirus Disease 2019 (COVID-19) –see Feb. 14 draft [here](#) (Note: language may not be final. Do not share externally.)
  - i. HHS has cleared without further edits. Status as of Feb. 17: OP coordinating with OMB and White House on whether they will review.
  - ii. **Earliest issue date = week of Feb. 27.** (Likely later if WH/OMB do not waive

review.)

iii. *Contact with questions: Jean McCue/OP*

- b. **HHS:** EUA determination amendment (to add “potential” PHE) – Expected soon after HHS [renewal](#) (2/9) of PHE postings (HHS should post to [this page](#), once issued) – will reiterate that EUAs will not be terminated by end of the Section 319 PHE
  - i. **Timing TBD.** Should be any time now.
  - ii. *Contact: Elizabeth Sadove/OCET*

## 2. Guidance web pages

a. **Centers will need to update your guidance pages, as usual, to reflect these changes.**

b. JIC web (w/OP and OCET) will coordinate updates to central [COVID Guidances](#) page to remove withdrawn guidances, etc.

*Contact to request page updates:*

- Now through April 2023: JIC web team (

[2019ncovfdaimjicweb@fda.hhs.gov](mailto:2019ncovfdaimjicweb@fda.hhs.gov))

- May 2023 and later: OCET/April Finnen

- i. Now through May 11 – Update page to reflect individual guidance changes and withdrawals as needed (Centers will need to flag any changes for JIC web, as usual.)
- ii. **May 11** – JIC web will update page to reflect first batch of 23 guidances that will no longer be in effect upon PHE termination (Table 1 in FR notice)
  - 1. **JIC web will stage these changes just before April 28, to go live on May 11.** If centers are likely to need interim updates between April 28 and May 11, please let April Finnen know ASAP. This will not impact center guidance pages, which will need to be updated separately by centers, as usual.
  - 2. Jean McCue has routed a markup of the page for review (**edits due by Feb. 24**).
- iii. **Nov. 7** – Update page to reflect second batch of 23 guidances that will expire 180 days after PHE termination (Table 2 FRN)
  - 1. **Future coordination needed**, closer to Nov. Center plans for individual guidances may change, some may be extended beyond 180 days, etc.
- iv. TBD/as needed – Update page to reflect third batch of 23 guidances that we will retain with appropriate changes after termination of the COVID-19 PHE
- v. TBD – remove this page from live site (maybe a few weeks after Nov. 7 updates are made, by end of Dec. 2023)

c. Archiving COVID guidances



- b. **OEA/SES will conduct stakeholder outreach** to the COVID email list, and consider if a stakeholder call would be helpful, based on the number of inquiries. *Contact: Dayle Cristinzio*
- c. **OCET will include in MCMi email update** (weekly, includes the OEA/SES distribution list). *Contact: April Finnen*
- d. **OEA/OMA will include the FRN in the FDA Roundup press release and issue tweets** when the FRN is available. *Contact: Michael Felberbaum*
- e. **All will keep the COVID Joint Information Center (JIC) informed** as comms are drafted and published, as we have done for COVID-related comms since 2020. We will track these items with the rest of the COVID comms on the weekly sitreps. *Contact: April Finnen*

#### 4. Non-guidance COVID web content

- a. [Redacted] (b) (5)  
[Redacted] ([Example](#))
- b. (b) (5) [Redacted]  
[Redacted]  
[Redacted]
- c. (per question) The [Rumor Control](#) page will be revamped. This is not a COVID-specific page; in the update, COVID will be included as one of many misinformation “hot topics.” *Contact: Sandy Walsh, Brooke Leggin*
- d. **OCET will update the [FAQs: What happens to EUAs when a public health emergency ends?](#) page, including link to FRN.** *Contact with questions: April Finnen and Liz Sadove*
  - i. **Centers: Send any product-specific information** that should be included/linked [here](#) to April Finnen.

#### 5. Other (non-stakeholder) general end of PHE comms

- a. **OEA/agency-level**

(b) (5)

**supports—HHS and the White House, and update the JIC once a decision has been reached.**

*Contact: Sandy Walsh*

**b. Centers**

- i. TBD – centers may want to hold until OEA has a decision on above

**For your awareness:**

- **Note from OEA/OMA RE agency-level comms:** At this time, we only plan to update our reactive to note the FRN being issued – and we'll likely issue that language on social media. There are no other proactive agency-level comms planned given that we've already communicated that we are planning the FRN re: the guidances, and most stakeholders will mostly be interested in more details on specific guidances that impact them. As previously stated on the JIC call, the individual centers should plan any specific comms (proactive and reactive QA) they believe are necessary for their guidances.
- [Fact Sheet: COVID-19 Public Health Emergency Transition Roadmap \(2/9, HHS\)](#)

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**From:** Finnen, April

**Sent:** Wednesday, February 15, 2023 1:11 PM

**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Hatch, Shannon <[Shannon.Hatch@fda.hhs.gov](mailto:Shannon.Hatch@fda.hhs.gov)>; Kahn, Jeremy <[Jeremy.Kahn@fda.hhs.gov](mailto:Jeremy.Kahn@fda.hhs.gov)>; Kumar, Dinesh <[Dinesh.Kumar@fda.hhs.gov](mailto:Dinesh.Kumar@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Laine, Susan <[Susan.Laine@fda.hhs.gov](mailto:Susan.Laine@fda.hhs.gov)>; Booze, Kristen <[Kristen.Booze@fda.hhs.gov](mailto:Kristen.Booze@fda.hhs.gov)>; Lal, Renu <[Renu.Lal@fda.hhs.gov](mailto:Renu.Lal@fda.hhs.gov)>; McNeill, Lorrie <[Lorrie.McNeill@fda.hhs.gov](mailto:Lorrie.McNeill@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; MacLennan, Lori <[Lori.MacLennan@fda.hhs.gov](mailto:Lori.MacLennan@fda.hhs.gov)>; Frydl, Andrea <[Andrea.Frydl@fda.hhs.gov](mailto:Andrea.Frydl@fda.hhs.gov)>; Norris, Anne <[Anne.Norris@fda.hhs.gov](mailto:Anne.Norris@fda.hhs.gov)>; Sadove, Elizabeth <[Elizabeth.Sadove@fda.hhs.gov](mailto:Elizabeth.Sadove@fda.hhs.gov)>; McCue, Jean <[Jean.McCue@fda.hhs.gov](mailto:Jean.McCue@fda.hhs.gov)>

**Cc:** Mair, Michael <[Michael.Mair@fda.hhs.gov](mailto:Michael.Mair@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Wagner, Lindsay <[Lindsay.Wagner@fda.hhs.gov](mailto:Lindsay.Wagner@fda.hhs.gov)>; Busch, Marcy <[Marcy.Busch@fda.hhs.gov](mailto:Marcy.Busch@fda.hhs.gov)>; Ford, Kemba D. <[Kemba.Ford@fda.hhs.gov](mailto:Kemba.Ford@fda.hhs.gov)>

**Subject:** RE: End of PHE comms touch base - draft FR notice

Hi all. Just FYI – I've updated the calendar invite/agenda as highlighted below. As always, all of this is internal confidential. Please let me know if you have other items for discussion. Thanks!

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

**From:** Finnen, April

**Sent:** Friday, February 10, 2023 2:20 PM

**To:** Finnen, April; Felberbaum, Michael; Hatch, Shannon; Kahn, Jeremy; Kumar, Dinesh; Cristinzio, Dayle; Laine, Susan; Booze, Kristen; Lal, Renu; McNeill, Lorrie; Frantz-Bohn, Susan; MacLennan, Lori; Frydl, Andrea; Norris, Anne; Sadove, Elizabeth; McCue, Jean

**Cc:** Mair, Michael; Rebello, Heidi; Alicea-Rivera, Esteban; Leggin, Brooke; Wagner, Lindsay; Busch, Marcy; Ford, Kemba D.

**Subject:** End of PHE comms touch base

**When:** Friday, February 17, 2023 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Microsoft Teams Meeting

**Updating to share the draft FRN (attached).** From OP (thanks, Jean!) RE this draft FR notice:

This version incorporates FDA's responses to HHS feedback. We sent the document back to HHS late yesterday afternoon for review. As the FRN isn't yet HHS or OMB cleared, it's possible there could be some additional edits. However, it should be helpful for the center comms teams to see which COVID-19-related guidances are in which categories in the FRN (e.g., which will expire when the PHE expires, which will be temporarily extended, and which guidances does FDA plan to further revise).

Hi all. This meeting is mostly to help answer questions from the comms teams about end of PHE actions. Some items for awareness/discussion below, based on questions I've received. Draft agenda below and attached. Please let me know if there are additional topics we should cover.

1. **FR notices** (for center stakeholder comms planning)

- a. FDA: Guidance Documents Related to Coronavirus Disease 2019 (COVID-19) – OP will share a draft soon for awareness – timing TBD/still in clearance w/HHS – **see draft attached (Note: language may not be final)**
- b. HHS: EUA determination amendment (to add “potential” PHE) – Very soon after HHS renewal (~2/11) of PHE postings
- c. HHS: Notice to reiterate that EUAs will not be impacted by end of the Section 319 PHE

2. **Guidance web pages**

- a. Updates to [COVID Guidances](#) page to remove withdrawn guidances, etc. (POC to request updates through April 2023=JIC web; then OCET/April Finnen)
  - i. Now through May 11 – Update page to reflect individual guidance changes and withdrawals as needed
  - ii. **May 11** – Update page to reflect first batch of 23 guidances that will no longer be in effect upon PHE termination
  - iii. **Nov. 7** – Update page to reflect second batch of 23 guidances that will expire 180 days after PHE termination
  - iv. TBD/as needed – Update page to reflect third batch of 23 guidances that we will retain with appropriate changes after termination of the COVID-19 PHE
  - v. TBD – remove this page from live site (maybe after Nov. 7 updates are made and/or we have a publicly available list of archived COVID guidances, if needed)
- b. Archiving COVID guidances centrally (maybe – OP is considering options)

2. **Non-guidance COVID web content**

- a. Consider expiring or adding “no longer updated” boxes to center COVID-related pages

that are not being actively updated. ([Example](#))

- b. **May 11** would be a good time to expire pages that are no longer updated, and no longer needed.

**For your awareness:**

- **New:** OEA/JIC web plans to expire the [main COVID FAQs](#) on May 11.
- **Note from OEA/OMA RE agency-level comms:** At this time, we only plan to update our reactive to note the FRN being issued – and we'll likely issue that language on social media. There are no other proactive agency-level comms planned given that we've already communicated that we are planning the FRN re: the guidances, and most stakeholders will mostly be interested in more details on specific guidances that impact them. As previously stated on the JIC call, the individual centers should plan any specific comms (proactive and reactive QA) they believe are necessary for their guidances.
- [Fact Sheet: COVID-19 Public Health Emergency Transition Roadmap](#) (2/9, HHS)

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## Microsoft Teams meeting

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**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Felberbaum, Michael](#); [CombatMisinfoGroup](#)  
**Subject:** RE: Fact Check-No evidence COVID-19 Omicron XBB variant has higher mortality rate, or is five times more 'toxic,' than Delta  
**Date:** Monday, November 14, 2022 11:01:38 AM  
**Attachments:** [image001.png](#)

---

Got it, I will check with Vicki.

Thanks!

---

**From:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>  
**Sent:** Monday, November 14, 2022 10:52 AM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; [CombatMisinfoGroup](#) <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Fact Check-No evidence COVID-19 Omicron XBB variant has higher mortality rate, or is five times more 'toxic,' than Delta

(b) (5)

(b) (5) Vicki Moyer would be your best bet.

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Monday, November 14, 2022 10:44 AM  
**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; [CombatMisinfoGroup](#) <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Fact Check-No evidence COVID-19 Omicron XBB variant has higher mortality rate, or is five times more 'toxic,' than Delta

The text message says that the tests don't work to detect it – here is an English version of the text: <https://srilanka.factcrescendo.com/english/xbb-subvariant-of-omicron-is-highly-transmissible-yet-not-deadly-as-viral-posts-claim/>.

---

**From:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>  
**Sent:** Monday, November 14, 2022 10:37 AM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; [CombatMisinfoGroup](#) <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Fact Check-No evidence COVID-19 Omicron XBB variant has higher mortality rate, or is five times more 'toxic,' than Delta

Hi Gloria –

Is this about the disease itself or about the vaccines or therapeutics?

Michael

**Michael Felberbaum**

*Assistant Commissioner for Media Affairs*

**Office of Media Affairs**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-9548 / Cell: (b) (6)

[michael.felberbaum@fda.hhs.gov](mailto:michael.felberbaum@fda.hhs.gov)



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**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Monday, November 14, 2022 10:35 AM

**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** Fact Check-No evidence COVID-19 Omicron XBB variant has higher mortality rate, or is five times more 'toxic,' than Delta

Good morning,

Hope you had a nice weekend. There is a new rumor about COVID-19 becoming popular in Spanish via WhatsApp. Here is a recent Reuters' article about it:

- [Fact Check-No evidence COVID-19 Omicron XBB variant has higher mortality rate, or is five times more 'toxic,' than Delta](#)

The text being shared in the messaging platform says the information is from the CDC. A couple of my friends forwarded the text to me to check if it was true.

(b) (5)

Thank you,

Gloria

**From:** [Guevara, Bessy](#)  
**To:** [Shazor, Kristin](#)  
**Subject:** RE: Feedback/edits on Rumor Control page  
**Date:** Monday, May 1, 2023 11:28:26 AM  
**Attachments:** [image001.png](#)

---

One more!

<http://wcms-internet.fda.gov/news-events/rumor-control/control-de-rumores/latest>

Need to update the thumbnail for the misinformation factsheet.

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Monday, May 1, 2023 11:02 AM  
**To:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Feedback/edits on Rumor Control page

Ok, sounds good!

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

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**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, May 1, 2023 10:52 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Feedback/edits on Rumor Control page

Kristin,

Below are the edits based on the team's feedback to make to the Rumor Control page.

I'll be sending a demo invite for Wednesday at 12:30 p.m. shortly.

- Add page subtitle: (b) (5)"

Changes

- Don't be misled to Don't be misled
- COVID-19: ~~Fact:~~ to COVID-19 Fact:
- Sunscreen: ~~Fact:~~ to Sunscreen Fact:
- Dietary Supplements: ~~Fact:~~ to Dietary Supplements Fact:

Thanks!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Kimberly, Brad](#)  
**To:** [Guevara, Bessy](#); [Capobianco, Abigail](#); [Felberbaum, Michael](#); [Walsh, Sandy](#); [CombatMisinfoGroup](#)  
**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips  
**Date:** Friday, May 19, 2023 9:43:45 AM  
**Attachments:** [image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)

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If someone is in our comments or mentions about it, we can certainly use that link for a reply. I'm not seeing anything of substance yet. There have only been 5 tweets since February that are critical of TDAP and mention FDA.

### Brad Kimberly

*Director, Social Media*

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



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**From:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Sent:** Friday, May 19, 2023 9:23 AM  
**To:** Capobianco, Abigail <Abigail.Capobianco@fda.hhs.gov>; Felberbaum, Michael <Michael.Felberbaum@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; CombatMisinfoGroup <CombatMisinfoGroup@fda.hhs.gov>  
**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips

Given the lack of media inquiries and misinfo tweets (& self-correcting on social), (b) (5) I agree that pushing back on social is always an option.

Plus CDC has this: <https://www.cdc.gov/pertussis/pregnant/mom/safety-side-effects.html#:~:text=No%20safety%20concerns%20or%20trends,list%20of%20published%20safety%20studies>.

-Bessy

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**From:** Capobianco, Abigail <[Abigail.Capobianco@fda.hhs.gov](mailto:Abigail.Capobianco@fda.hhs.gov)>  
**Sent:** Friday, May 19, 2023 9:07 AM  
**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips

Chiming in here to confirm that there have not been any inquiries on this topic.

---

**From:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>  
**Sent:** Friday, May 19, 2023 9:03 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips

I am not aware of any incoming on the media front. [REDACTED] (b) (5)  
[REDACTED]  
[REDACTED] seems like we should be able to issue tweets to correct misinformation regardless of that page.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, May 19, 2023 9:00 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips

Noting what Val said **“The actual misinfo tweets don’t come up in my searches. It looks like on Twitter, it was community corrected.”**

[REDACTED] (b) (5)  
[REDACTED]

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, May 19, 2023 8:55 AM  
**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips

+Adding the misinfo team to include OMA and OECS teams.

---

**From:** Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>  
**Sent:** Friday, May 19, 2023 8:35 AM  
**To:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>

**Subject:** RE: Flagging--misinfo on Tdap vaccine in today's clips

In social search, the Politifact tweet from yesterday is the top result for this topic. The actual misinfo tweets don't come up in my searches. It looks like on Twitter, it was community corrected.

<https://twitter.com/PolitiFact/status/1659288099552129036>

The tweet quoted below in the Reuters article was probably inspired by the recent VRBPAC – the top tweet result I get for that topic is also simply a factual one, so that's a positive sign as well:

<https://twitter.com/HelenChuMD/status/1659307242733051907>

(b) (5)

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**From:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Sent:** Friday, May 19, 2023 8:16 AM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>

**Subject:** Flagging--misinfo on Tdap vaccine in today's clips

(b) (5)

## MISINFORMATION

Social Media Posts Falsely Allege Tdap Vaccine Given To Pregnant Women Is An "Experiment." [Reuters](#) (5/18, Check) says in a "Fact Check" piece, "Multiple studies, including randomized controlled trials, show the Tdap (tetanus, diphtheria, pertussis) vaccine is safe and effective to receive during pregnancy, contrary to claims shared online that pregnant women are being given the vaccine as an 'experiment.'" One social media post read, "Still wondering why a certain 3 letter agency recommends pregnant women get the TDAP shot when the manufacturer even states there are no controlled studies of pregnant women using this...and they can't get ethics approval to experiment on pregnant women. So pregnant women getting it voluntarily are quite literally the experiment." However, "clinical trials and population data have shown the Tdap vaccine to be safe and effective in pregnancy."

**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Henriques, Maria](#)  
**Cc:** [Leggin, Brooke](#)  
**Subject:** Re: Follow-up on art and promotion for RC relaunch  
**Date:** Tuesday, May 9, 2023 6:16:02 PM  
**Attachments:** [image001.png](#)

---

I'll check workloads tomorrow morning and see (b) (6). Maybe Antewann can handle this piece.

Get [Outlook for iOS](#)

---

**From:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Sent:** Tuesday, May 9, 2023 4:59:09 PM  
**To:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** RE: Follow-up on art and promotion for RC relaunch

I think that is a great idea.

Anna, I know designers are stretched thin, is there someone who can work on this?

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Tuesday, May 9, 2023 2:53 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** Follow-up on art and promotion for RC relaunch

Hi, Sandy and Anna.

Brooke and I discussed ideas for relaunching the RC and promoting it and have suggestions. In addition to a static graphic for the GovD and an image for the home page, we think we should have a branded header for emails related to Rumor Control, similar to what we have for Voices and Consumer Updates (example attached). Instead of "Consumer Update," it would say "Rumor Control."

One thing to consider going forward: Promoting the RC page regularly when we have new content. The header would be a part of that branding. And maybe we would also have an image library to rotate, depending on the content.

Happy to discuss. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Shazor, Kristin](#)  
**Cc:** [Guevara, Bessy](#); [Henriques, Maria](#); [Mulieri, Chris](#); [Sanchez-Contreras, Gloria](#)  
**Subject:** RE: For posting - new Fact for Rumor Control page  
**Date:** Tuesday, September 20, 2022 10:30:00 AM  
**Attachments:** [Bivalent booster rumor FINAL for posting 091622.docx](#)  
[image001.png](#)  
[image007.png](#)

---

Hi thanks, this looks good. Sorry for the delay.

Also copying Gloria for translation.

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Monday, September 19, 2022 11:13 AM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Cc:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: For posting - new Fact for Rumor Control page

Hi Sandy,

The page has been updated - <http://wcms-internet.fda.gov/news-events/rumor-control/latest>.

Please review and let me know when I can publish.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, September 16, 2022 1:55 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** For posting - new Fact for Rumor Control page

Hi Kristin –

We've cleared a new Fact for the [Rumor Control page](#) – it is attached for posting in the COVID-19 Facts section.

Thank you.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

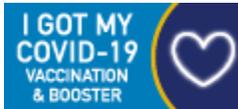
Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**New Fact for posing on FDA Rumor Control [web site](#):**

***Yes, the FDA evaluated data from studies in people to support the emergency use authorization of the bivalent COVID-19 vaccine boosters.***

The [bivalent COVID-19 vaccines](#) that the FDA has authorized for use as a single booster dose for individuals in certain age groups (or updated boosters) are expected to provide an immune response that is broadly protective against COVID-19 and better protects against COVID-19 caused by the omicron variant currently causing the most cases of COVID-19 in the U.S. The Moderna COVID-19 Vaccine, Bivalent and the Pfizer-BioNTech COVID-19 Vaccine, Bivalent each include the following: an mRNA component of the original strain of SARS-CoV-2 virus and an mRNA component in common between the BA.4 and BA.5 lineages of the omicron variant of SARS-CoV-2.

The COVID-19 vaccines authorized or approved by the FDA and given to millions of people in the U.S. since December 2020 contain a component of the original strain of SARS-CoV-2. These vaccines are monovalent vaccines.

The FDA's evaluation of each bivalent COVID-19 vaccine booster included consideration of the following data:

- Safety and immune response data obtained from studies conducted in people of a bivalent COVID-19 vaccine that contained mRNA from omicron variant BA.1 lineage and was similar to each of the authorized bivalent COVID-19 vaccines.
- Extensive safety and effectiveness data for each of the monovalent mRNA COVID-19 vaccines, which have been given to millions of people, including during the omicron waves of COVID-19.
- Nonclinical data obtained using a bivalent COVID-19 vaccine that contained mRNA of the original strain and mRNA in common between the BA.4 and BA.5 lineages of the omicron variant.

Based on the data supporting each of these authorizations, the bivalent [COVID-19 vaccine boosters are](#) expected to provide increased protection against the currently circulating Omicron variant.

Bivalent and multivalent vaccines are very common – an example is the influenza vaccine. The FDA has approved numerous multivalent vaccines for the prevention of influenza disease. Influenza vaccines are updated annually and currently contain four different strains of influenza virus to protect against the influenza virus strains that are likely to cause the most illness during the flu season in the U.S.

**From:** [Jefferson, Erica](#)  
**To:** [Walsh, Sandy](#); [Rebello, Heidi](#)  
**Cc:** [Mulieri, Chris](#); [Guevara, Bessy](#)  
**Subject:** RE: For review: Draft intro text Rumor Control page  
**Date:** Tuesday, June 21, 2022 8:45:31 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Hi Sandy –

This looks good to me.

Thank you,  
Erica

**Erica V. Jefferson** (she/her)

Associate Commissioner for External Affairs

**U.S. Food and Drug Administration**

Tel: 240-702-3994

[erica.jefferson@fda.hhs.gov](mailto:erica.jefferson@fda.hhs.gov)



Executive Assistant: [Kristen.Tugwell@fda.hhs.gov](mailto:Kristen.Tugwell@fda.hhs.gov) (temporary)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, June 21, 2022 10:02 AM  
**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** For review: Draft intro text Rumor Control page

Hi Erica and Heidi,

For the new rumor control page, attached for your review is suggested introductory text. Please let us know by COB tomorrow if possible if you have any thoughts or edits. Thanks.

Sandy

**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Staton, Anna](#); [Mulieri, Chris](#)  
**Cc:** [Rebello, Heidi](#); [Walsh, Sandy](#)  
**Subject:** RE: FOR WEB POSTING: Rumor Control Page in Spanish  
**Date:** Monday, August 29, 2022 4:18:21 PM  
**Attachments:** [image002.png](#)  
[image007.png](#)  
[image008.png](#)

---

Perfect, this works. Appreciate the fast turnaround.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, August 29, 2022 4:17 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: FOR WEB POSTING: Rumor Control Page in Spanish

How's this?

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Monday, August 29, 2022 4:11 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: FOR WEB POSTING: Rumor Control Page in Spanish

Great, thank you, Anna.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, August 29, 2022 4:10 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: FOR WEB POSTING: Rumor Control Page in Spanish

Steve is working on this now, since (b) (6).

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Monday, August 29, 2022 4:07 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** FOR WEB POSTING: Rumor Control Page in Spanish

Hi Chris,

Please find attached the translation for the [rumor control](#) page. I have requested the image in Spanish and will send it as soon as the OECS can produce it. In the meantime, please use the English image.

[@Walsh, Sandy](#) and [@Staton, Anna](#) please include me when you send edits for this page to the web team.

Thank you,

**Gloria Sánchez-Contreras (she/her/hers)**

*International Press Officer  
Multicultural Communications Lead*

Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 301-796-7686 / Cell: (b) (6)  
[gloria.sanchez-contreras@fda.hhs.gov](mailto:gloria.sanchez-contreras@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Wasserman, Jill](#)  
**Cc:** [Henriques, Maria](#); [Guevara, Bessy](#); [Capobianco, Abigail](#); [Leggin, Brooke](#)  
**Subject:** RE: For your input: new Fact for Rumor Control on booster evidence  
**Date:** Wednesday, September 7, 2022 10:46:00 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image008.png](#)

---

Thanks Jill. Not a fan of (b) (5) but will flag that for CBER to weigh in on.

---

**From:** Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>  
**Sent:** Wednesday, September 7, 2022 9:52 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Capobianco, Abigail <[Abigail.Capobianco@fda.hhs.gov](mailto:Abigail.Capobianco@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: For your input: new Fact for Rumor Control on booster evidence

Also reviewed. Please LMK if you have any questions re: my suggestions. -J

---

**From:** Capobianco, Abigail <[Abigail.Capobianco@fda.hhs.gov](mailto:Abigail.Capobianco@fda.hhs.gov)>  
**Sent:** Wednesday, September 7, 2022 9:39 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: For your input: new Fact for Rumor Control on booster evidence

Thanks for the opportunity to review!

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, September 7, 2022 8:14 AM  
**To:** Capobianco, Abigail <[Abigail.Capobianco@fda.hhs.gov](mailto:Abigail.Capobianco@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** For your input: new Fact for Rumor Control on booster evidence

Good morning,

For a quick review before I send this to CBER, does this look good for a new Fact for the [Rumor Control page](#)? We've written using cleared material using the format the other Facts are in based on the NEJM article that said to state the fact first.

 [Bivalent booster rumor 090622.docx](#)

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

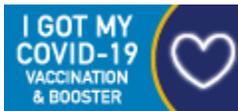
Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#); [Guevara, Bessy](#); [Leggin, Brooke](#)  
**Subject:** RE: Formatting of Rumors and short descriptions  
**Date:** Friday, January 27, 2023 2:14:32 PM  
**Attachments:** [image008.png](#)  
[image014.png](#)  
[image015.png](#)

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Hi. I made a suggestion in the rough draft. As for formatting, I like the new look better.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Friday, January 27, 2023 11:39 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Subject:** Formatting of Rumors and short descriptions

Hi – thanks for talking today, this is coming along!

Two items to add for review/discussion.

1. Here is a rough draft of short descriptions for the hot topics tiles, please review/edit.

 [short description for RC hot topics.docx](#)

2. We need to think about the format for the rumors, I know Brooke mentioned this and I forgot to bring it up today.

**E.g, how they are now:**

No, repeated vaccination with COVID-19 vaccines does not make individuals more susceptible to emerging COVID-19 variants.

The Emerging COVID-19 variants, like XBB, XBB.1 and XBB 1.5 are currently the predominantly circulating variants in the U.S., leading to a moderate increase in cases, but no evidence of increased severity at this time. There is no clear or compelling evidence that repeated vaccination with COVID-19 vaccines makes people more susceptible to the XBB, XBB.1 or XBB 1.5 variants. Well-designed clinical trial evidence demonstrated that the updated COVID-19 vaccines given as boosters elicited superior neutralizing antibody response compared to the original (monovalent) boosters, and are therefore expected to provide notable efficacy against symptomatic and severe disease from the BA.4/BA.5 variants.

Additionally, based on what is known about their viral neutralizing ability ([Neutralization against BA.2.75.2, BQ.1.1, and XBB from mRNA Bivalent Booster | NEJM External Link Disclaimer](#)), it is very likely that the current bivalent COVID-19 vaccines provide at least some protection against the XBB, XBB.1 and XBB 1.5 variants. Most importantly, multiple studies have shown that staying up to date on vaccination provides the best protection against severe COVID-19, which can lead to hospitalization or death.

The most recent studies ([here](#) and [here](#)) about the effectiveness of the COVID-19 va

(b) (5)

Thanks.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Potash, Shana](#)  
**To:** [Staton, Anna](#); [Cooper, Mildred](#); [Saghafi, Michelle](#)  
**Cc:** [Walsh, Sandy](#)  
**Subject:** RE: Fresh Eyes for the Rumor Control Page  
**Date:** Wednesday, August 3, 2022 12:04:44 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Too bad. [REDACTED] (b) (5)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 10:18 AM  
**To:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Fresh Eyes for the Rumor Control Page

[REDACTED] (b) (5) ☹️

---

**From:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 10:16 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Fresh Eyes for the Rumor Control Page

[REDACTED] (b) (5).

I was raising the issue of using double negatives and whether they could be misunderstood as a positive. See what plainlanguage.gov says.

<https://www.plainlanguage.gov/guidelines/concise/use-positive-language/>

[REDACTED] (b) (5)

I have to leave [REDACTED] (b) (6)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 8:53 AM  
**To:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Fresh Eyes for the Rumor Control Page

Thanks! Notes below...

---

**From:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 8:44 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>;  
Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Fresh Eyes for the Rumor Control Page

This is a great idea!

Some notes:

Should there be an end quote for the Califf quote at the top of the page? We modeled the graphic off of Damian's quote graphic we use and it doesn't have a closing "

In the first statement re: pesticides, there is inconsistency in capitalization of vaccine. Yes, need to capitalize that.

(b) (5)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 8:04 AM  
**To:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Fresh Eyes for the Rumor Control Page

Thanks!!

---

**From:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 8:02 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Fresh Eyes for the Rumor Control Page

I can do it now.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, August 3, 2022 7:16 AM  
**To:** Cooper, Mildred <[Mildred.Cooper@fda.hhs.gov](mailto:Mildred.Cooper@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Fresh Eyes for the Rumor Control Page  
**Importance:** High

Hi there, Heidi is asking us to copyedit this page. I've been looking at it for too long and it could use fresh eyes. Could someone volunteer to review today please and send me any needed edits by COB? Thanks!!

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 2:40 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

Anna – we have made the edits so please review here:

<http://wcms-internet.fda.gov/news-events/rumor-control>

Question – are the video thumbnails correct on this version? Thank you.

Chris

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 11:05 AM  
**To:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

IMHO [REDACTED] (b) (5)  
[REDACTED] ? I say we respond to what's being circulated and not venture too far afield.

(b) (5)

Once we have a final draft of the page ready we can have a writer do a copyedit. Chris, just let us know when it's ready.

Thanks!  
Anna

---

**From:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 10:50 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Edits for Rumor Control Page from OCC & CBER

The last two videos aren't as relevant now since we've authorized the vaccine for young children. I don't think we should include them but are there others we should replace them with?

In the second Q, please see space needed and link.

(b) (5)

(b) (5)

The whole section should be copyedited. Some of the statements are missing periods (e.g., first two).

[Redacted] (b) (5)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, August 2, 2022 7:40 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** Edits for Rumor Control Page from OCC & CBER

Hi Kristin,

Attached are the OCC, and related CBER, edits for the Rumor Control page. Please let me know if there are any concerns.

Thanks!  
Anna

**Anna Staton, MPA**  
*Deputy Director*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-796-5758 & [Redacted] (b) (6)  
[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Potash, Shana](#)  
**Subject:** RE: FYI FDA webpage on finding health information  
**Date:** Tuesday, September 6, 2022 3:00:16 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

I have never seen that thanks – they violate their own rule of keeping info up to date! I'll try to find out who did that page and see if we can get them to update it and link it to the Rumor Control page.

---

**From:** Potash, Shana <Shana.Potash@fda.hhs.gov>  
**Sent:** Tuesday, September 6, 2022 2:53 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Subject:** FYI FDA webpage on finding health information

Hi Sandy,

While Googling for something else, I found this FDA (drugs) webpage on how to find quality health info on the web. Passing it along in the event you haven't seen it and it plays into the rumor control work. It's from 2018.

<https://www.fda.gov/drugs/quick-tips-buying-medicines-over-internet/health-information-web>

### Shana Potash

(she/her/hers)

Writer-Editor

Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-796-8457

[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)



**From:** [Preston, Aja](#)  
**To:** [Walsh, Sandy](#); [Leggin, Brooke](#); [Henriques, Maria](#)  
**Cc:** [Mulieri, Chris](#); [Staton, Anna](#); [Wasserman, Jill](#); [Guevara, Bessy](#)  
**Subject:** RE: Google Ads Rumor Control Campaign  
**Date:** Friday, September 2, 2022 10:24:04 AM  
**Attachments:** [image001.png](#)  
[Google Ads OEA OECS Draft Rumor Control Page Campaign.xls](#)

---

OK, thanks Sandy. I've added your edits to the spreadsheet (ad copy and keywords), it's attached. After it has been run past the JIC and CBER and the spreadsheet is approved and final, please send it back to me and I can load the campaign.

I suggested that we run this campaign after the COVID boosters campaign ends, there are keywords that are being used for both campaigns, this way they are not competing for ads to show.

Thanks,

**Aja Preston**

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 301-796-8229  
[aja.preston@fda.hhs.gov](mailto:aja.preston@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, September 2, 2022 10:12 AM  
**To:** Preston, Aja <[Aja.Preston@fda.hhs.gov](mailto:Aja.Preston@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Google Ads Rumor Control Campaign

Also wondering if we need to add things like (b) (5) to tap into what some might be searching for?

---

**From:** Walsh, Sandy  
**Sent:** Friday, September 2, 2022 9:57 AM  
**To:** Preston, Aja <[Aja.Preston@fda.hhs.gov](mailto:Aja.Preston@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Google Ads Rumor Control Campaign

Hi, yes I think it should be run by the JIC for a quick review, particularly CBER as they are very sensitive to terms and language. I'm copying Jill both for awareness and to keep track of all the work going on with COVID-19 vaccines. And Bessy who is the coordinator for the misinformation work.

A few suggested edits (I did not make these in the spreadsheet):

For the first tab (Ad copy)

On the ad copy Headline 2:

(b) (5)

On Description 1

(b) (5)

Thanks.

Sandy

---

**From:** Preston, Aja <[Aja.Preston@fda.hhs.gov](mailto:Aja.Preston@fda.hhs.gov)>

**Sent:** Thursday, September 1, 2022 3:59 PM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** Google Ads Rumor Control Campaign

Hi Brooke,

It's my understanding that we will be running a Google Ads campaign for the Rumor Control page. Attached is the draft campaign for review. Let me know if you will be reviewing this campaign as well.

I'm not sure if people will be specifically searching for "covid-19 misinformation" or "covid-19 rumors". (b) (5)

Most COVID-19 related keywords don't have any historical data in the Google Ads platform. I included relevant keywords to the list anyway to see what happens. Some of these keywords are included in the COVID-19 Boosters campaign. It may be a good idea to start this campaign when that one ends so the keywords are not competing in both campaigns.

Review the following tabs on the spreadsheet.

**Ad Copy-** Suggested ad copy. If the ad copy needs to be edited please be mindful of the character count limits.

**Keywords and Estimated Volume**- Related keywords we can bid on.

**Dates and Spend**- Campaign duration and spend info. Let me know when the campaign should start and how long it should run. The budget will be based on duration/performance.

Also, please check to see if this campaign needs to be reviewed by the JIC or just needs to be shared for awareness.

When I receive the final spreadsheet, I will load the campaign. All campaigns are reviewed by Google and can take up to 24-48 hours or longer to run, if approved. If the campaign is disapproved for any reason, I will follow up.

Let me know if you have any questions.

Thanks,

**Aja Preston**

Web & Digital Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 301-796-8229  
[aja.preston@fda.hhs.gov](mailto:aja.preston@fda.hhs.gov)







| Description 1 (Limit 90 Characters) | Description 1 Count | Description 2 (Limit 90 Characters) | Description 2 Count | Display URL (35 Characters)                                                              | Display URL Count |
|-------------------------------------|---------------------|-------------------------------------|---------------------|------------------------------------------------------------------------------------------|-------------------|
|                                     |                     |                                     | (b) (5)             | <a href="http://www.fd.gov">www.fd.gov</a><br><a href="http://www.fd.gov">www.fd.gov</a> | 10<br>10          |

y or may not display each time. Any text that should appear in every ad should be in Headline 1, Headline 2 and Description Position 1.

**Destination URL**

<https://www.fda.gov/news-events/rumor-control>  
<https://www.fda.gov/news-events/rumor-control>

**From:** [Potash, Shana](#)  
**To:** [Henriques, Maria](#); [MacRoberts, Matthew](#); [Walsh, Sandy](#); [Leggin, Brooke](#)  
**Cc:** [Staton, Anna](#); [Saghafi, Michelle](#)  
**Subject:** RE: Google Adwords Campaigns and CUs  
**Date:** Tuesday, May 23, 2023 10:24:07 AM  
**Attachments:** [image001.png](#)

---

Hi Sandy,

Here are a few possibilities

(b) (5)

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Tuesday, May 23, 2023 10:14 AM  
**To:** MacRoberts, Matthew <Matthew.MacRoberts@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Potash, Shana <Shana.Potash@fda.hhs.gov>  
**Cc:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>  
**Subject:** RE: Google Adwords Campaigns and CUs

Hi, Sandy. These also would be great to promote:

(b) (5)

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 9:58 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Subject:** RE: Google Adwords Campaigns and CUs

(b) (5)

**Matthew MacRoberts**

*Writer/Editor*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office:

Mobile: (b) (6)

[matthew.macroberts@fda.hhs.gov](mailto:matthew.macroberts@fda.hhs.gov)

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, May 23, 2023 8:49 AM

**To:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>

**Subject:** FW: Google Adwords Campaigns and CUs

**Importance:** High

Hi, please see the note below from our web colleagues.

We'll do sunscreen for sure. Any other CU's/topics you think we need to highlight? [@MacRoberts, Matthew](#), should we offer up (b) (5)

Please let me know by COB Wed. 5/24 what your ideas are for topics for adwords.

Sandy

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Sent:** Tuesday, May 23, 2023 8:34 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Preston, Aja <[Aja.Preston@fda.hhs.gov](mailto:Aja.Preston@fda.hhs.gov)>

**Subject:** Google Adwords

Sandy – good morning! We are working on plans to spend OEA's approximately 75K for Adword campaigns over the next 2 months and want to check in with you for your input. We were thinking about running one for the new rumor control page but with its recent transformation away from all

COVID content we are not sure if this is the best idea. Instead, we could run some individual campaigns for sunscreen and other topics of interest. When you have time please let us know your thoughts so we can get these moving. Thank you.

Chris

**From:** [Walsh, Sandy](#)  
**To:** [Leggin, Brooke](#)  
**Subject:** RE: Google Adwords Campaigns and CUs  
**Date:** Tuesday, May 23, 2023 9:43:50 AM

---

We can bring it up today. I think the problem is people don't search for "rumors" or "misinformation" terms. So I think we need to focus on the real terms people use which would drive them to individual CUs, no?

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Tuesday, May 23, 2023 9:31 AM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Subject:** RE: Google Adwords Campaigns and CUs

Has the Misinformation WG talked about using AdWords? I interpret Chris's email to say that we're not promoting any RC pages, and instead are promoting individual CUs. Which is fine w/ me, but I'm not sure if the WG has agreed to this?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 8:49 AM  
**To:** MacRoberts, Matthew <[Matthew.MacRoberts@fda.hhs.gov](mailto:Matthew.MacRoberts@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Saghafi, Michelle <[Michelle.Saghafi@fda.hhs.gov](mailto:Michelle.Saghafi@fda.hhs.gov)>  
**Subject:** FW: Google Adwords Campaigns and CUs  
**Importance:** High

Hi, please see the note below from our web colleagues.

We'll do sunscreen for sure. Any other CU's/topics you think we need to highlight? [@MacRoberts, Matthew](#), should we offer up (b) (5)

Please let me know by COB Wed. 5/24 what your ideas are for topics for adwords.

Sandy

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 8:34 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Preston, Aja <[Aja.Preston@fda.hhs.gov](mailto:Aja.Preston@fda.hhs.gov)>  
**Subject:** Google Adwords

Sandy – good morning! We are working on plans to spend OEA's approximately 75K for Adword campaigns over the next 2 months and want to check in with you for your input. We were thinking about running one for the new rumor control page but with its recent transformation away from all

COVID content we are not sure if this is the best idea. Instead, we could run some individual campaigns for sunscreen and other topics of interest. When you have time please let us know your thoughts so we can get these moving. Thank you.

Chris

**From:** [Henriques, Maria](#)  
**To:** [Guevara, Bessy](#); [Sanchez-Contreras, Gloria](#)  
**Cc:** [Staton, Anna](#); [Walsh, Sandy](#)  
**Subject:** RE: GovDelivery email for RC relaunch  
**Date:** Friday, May 12, 2023 10:58:56 AM  
**Attachments:** [RC relaunch text for GovD 051223.docx](#)  
[image001.png](#)  
[image007.png](#)

---

Ooops. Here it is

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, May 12, 2023 10:52 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: GovDelivery email for RC relaunch

Thank Maria. Is there an attachment or link?

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration  
Cell: (b) (6)  
[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Friday, May 12, 2023 10:48 AM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Guevara, Bessy

<[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** GovDelivery email for RC relaunch

Hi, Bessie.

Here is the text I will be using for the GovDelivery email, plus a new image.

[@Sanchez-Contreras, Gloria](#) feel free to translate it and use it for the Spanish-language outreach.

I'll send you the GovDelivery email when I have a final template and the new image.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



## **Rumor Control: Learn and Share FDA Facts**

The growing spread of rumors, misinformation and disinformation about science, medicine and the FDA is putting patients, consumers and their families at risk. We are here to provide the facts.

Keep yourself – along with your family, friends and community – safe by distinguishing between rumors and facts about COVID-19, sunscreen and dietary supplements.

Get the facts and learn about what the FDA does for you every day. [[link to Rumor Control page](#)]

**From:** [Jefferson, Erica](#)  
**To:** [Guevara, Bessy](#); [CombatMisinfoGroup](#)  
**Cc:** [Pearson, Antewann](#); [Lewis, Paulette](#)  
**Subject:** RE: GREENLIGHT: Rumor Control Webpage rollout  
**Date:** Wednesday, May 17, 2023 2:24:01 PM  
**Attachments:** [image008.png](#)  
[image014.png](#)  
[image015.png](#)

---

Hi all,

I just wanted to send this group a note of thanks again for all your work “relaunching” the Rumor Control page. I know this work is incredibly difficult and not always clearly defined, but the team’s creativity and thoughtfulness addressing topics that will be most impactful to improving and protecting public health is greatly appreciated.

Keep up the great work!  
Erica

**Erica V. Jefferson** (she/her)  
Associate Commissioner for External Affairs  
**U.S. Food and Drug Administration**  
Tel: 240-702-3994  
[erica.jefferson@fda.hhs.gov](mailto:erica.jefferson@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 10:18 AM  
**To:** [CombatMisinfoGroup](mailto:CombatMisinfoGroup@fda.hhs.gov) <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Cc:** [Pearson, Antewann](mailto:Antewann.Pearson@fda.hhs.gov) <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; [Lewis, Paulette](mailto:Paulette.Lewis@fda.hhs.gov) <[Paulette.Lewis@fda.hhs.gov](mailto:Paulette.Lewis@fda.hhs.gov)>  
**Subject:** RE: GREENLIGHT: Rumor Control Webpage rollout

Team,

All videos are published on Flickr:  
<https://www.flickr.com/photos/fdaphotos/albums/72177720308180809>. The first PSA video is available on YouTube: [https://www.youtube.com/shorts/4nA8i\\_cTtWM](https://www.youtube.com/shorts/4nA8i_cTtWM)

The homepage images linking to the new Rumor Control page are live on [fda.gov](https://www.fda.gov) and [inside FDA](https://www.inside.fda.gov).

This is the GREENLIGHT for all other outreach to rollout as planned.

## Tick Tock

All times tentative/subject to change

### DAY OF ROLLOUT

**Tuesday, May 16**

~~~9:00 a.m.~~ All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

~~~9:05 a.m.~~ **WDDS** publishes Rumor Control landing page (English/Spanish) and associated

pages (Kristin)

-

~~\_\_\_\_\_~~ Will publish FDA.gov homepage image linking to Rumor Control page (Kristin to post)

-

~~\_\_\_\_\_~~ Will publish insideFDA homepage hero image linking to Rumor Control page (Anna submitted to ODT to post)

-

**By 10:00 a.m.** ~~\_\_\_\_\_~~ Submit narrative about Rumor Control page for FDA Roundup (OECS= Maria)

### By COB

- **OMA** will issue the FDA Roundup to include information about the new

Rumor Control page

- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

For the full list of next week's activities, please see  [Rumor Control Rollout Activities\\_051623.docx](#)

Please let me know if you have any questions.

Thank you!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Parker, Catherine](#)  
**To:** [Shazor, Kristin](#)  
**Cc:** [Mulieri, Chris](#); [Leggin, Brooke](#)  
**Subject:** Re: Homepage hero content for the next 3 weeks  
**Date:** Monday, June 5, 2023 3:17:59 PM

---

Hi Kristin,

Let's go with it. The point of visual interest is going to fall too low if I mess with it anymore. I think it is better to lose a little bit of the heads than have the "action," fall behind the banner and not know what exactly they are doing/looking at.

Thanks,  
Cathy

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Date:** Monday, June 5, 2023 at 2:50 PM  
**To:** Parker, Catherine <Catherine.Parker@fda.hhs.gov>  
**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>, Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** RE: Homepage hero content for the next 3 weeks

It didn't work because the image needs to be adjusted since we have the Rumor Control feature that covers some of the hero image.

Please take a look now and let me know if this is fine or if you will send another image - [U.S. Food and Drug Administration | FDA](#)

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Parker, Catherine <Catherine.Parker@fda.hhs.gov>  
**Sent:** Monday, June 5, 2023 1:40 PM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** Re: Homepage hero content for the next 3 weeks

Hi Kristin,

Here are a couple to try. My understanding is images for the web are supposed to be 1600 X 900, which is what the original file was so I am confused why it didn't work. Anyway, I cropped it a bit and gave you a couple of options for head room.

Let me know how that goes.

Thanks so much,  
Cathy

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Date:** Monday, June 5, 2023 at 11:59 AM  
**To:** Parker, Catherine <[Catherine.Parker@fda.hhs.gov](mailto:Catherine.Parker@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>, Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Homepage hero content for the next 3 weeks

No, we normally don't but that's your call. Feel free to send me another version of the image to use if you want.

Thanks

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Parker, Catherine <[Catherine.Parker@fda.hhs.gov](mailto:Catherine.Parker@fda.hhs.gov)>  
**Sent:** Monday, June 5, 2023 11:55 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** Re: Homepage hero content for the next 3 weeks

Hi Kristin,

Sorry for the delayed response, it kept not letting me in. I rebooted and finally was able to get in.

Do we normally cut off the tops of people's heads? I know for video interviews we sometimes do but not used to seeing it in photos.

Thanks,  
Cathy

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Date:** Monday, June 5, 2023 at 9:35 AM  
**To:** Parker, Catherine <[Catherine.Parker@fda.hhs.gov](mailto:Catherine.Parker@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>, Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Homepage hero content for the next 3 weeks

Hi Cathy –

Please review and let me know when it's good to publish  
[U.S. Food and Drug Administration | FDA](#)

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Friday, June 2, 2023 12:04 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Parker, Catherine <[Catherine.Parker@fda.hhs.gov](mailto:Catherine.Parker@fda.hhs.gov)>  
**Subject:** RE: Homepage hero content for the next 3 weeks

Thanks Kristin!

Cathy Parker, copied here, in my office will be able to review and approve the draft of the homepage image/text when you're ready to post.

My thanks to you both!  
Brooke

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 1, 2023 4:18 PM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Homepage hero content for the next 3 weeks

Hi – I'll be in training next week but can take care of it. Thanks!

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Thursday, June 1, 2023 3:11 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** Homepage hero content for the next 3 weeks

Hi – (b) (6). Are you going to be around? I've gotten the homepage hero content cleared for the next 3 weeks so was hoping you could post it in my absence. Let me know what you think.

**Alzheimer's and  
Brain Awareness**

[Alzheimer's  
Disease](#)

**Alzheimer's  
Disease**

|                                                                                                                            |                                                      |                                                                                                                                                                                                                       |                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <p><b>Month</b><br/>Post on the morning of Monday, June 5 to replace current sunscreen tips content as hero image</p>      |                                                      | <p>Confusion or memory loss are not normal aspects of aging. Talk to your health care provider if you experience these symptoms or any other signs of Alzheimer's disease.</p>                                        |   |
| <p><b>Men's Health</b><br/>Post on the morning of Monday, June 12 to replace Alzheimer's Disease content as hero image</p> | <p><a href="#">Health Effects of Tobacco Use</a></p> | <p><b>Men's Health and Tobacco</b><br/>This Father's Day, help inspire a generation of healthy young men by being smoke-free. Learn more so you can talk with your loved ones about the health effects of tobacco</p> |  |

(b)

(5)

**Brooke Leggin, MPH** (*she/her*)

Writer/Editor

**U.S. Food and Drug Administration**

Direct Line: (b) (6) (work cell phone)

Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)



**From:** [Pearson, Antewann](#)  
**To:** [Staton, Anna](#)  
**Cc:** [Leggin, Brooke](#); [Guevara, Bessy](#)  
**Subject:** Re: Image for FDA homepage  
**Date:** Friday, May 12, 2023 4:51:15 PM  
**Attachments:** [image001.png](#)  
[GettyImages-1132586565.jpg](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)

---

Hi Brooke,

The requested image is attached with this email.

**Antewann Pearson, MPS**

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Date:** Friday, May 12, 2023 at 4:40 PM  
**To:** Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>  
**Cc:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>, Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Subject:** Image for FDA homepage

Hi Antewann, could you please download this image and send to us? Thanks! & Happy Friday!  
<https://www.gettyimages.com/detail/photo/working-at-home-royalty-free-image/1132586565>

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)





**From:** [Shazor, Kristin](#)  
**To:** [Leggin, Brooke](#)  
**Subject:** RE: Image for FDA homepage  
**Date:** Monday, May 15, 2023 9:04:41 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image009.png](#)

---

Got it, thanks!

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Sent:** Sunday, May 14, 2023 10:09 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** FW: Image for FDA homepage

Hi Kristin,

This is for the relaunch of the Rumor Control page...whenever that happens...currently slated for Tuesday morning.

This is the text:

**Stop the Spread of Misinformation**

You can help. Get the facts from the FDA. Stop the spread of false rumors, and share the facts with your loved ones.

With the attached image and link to the RC page.

 (b) (6)

For the new homepage updates for Monday morning, Sandy or Anna Staton in my office can review/approve the images and text before you publish. I let Sandy know you'd be reaching out to her.

And of course they and Bessy can review/approve the Rumor Control stuff.

Thanks for your help.

Brooke

---

**From:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Sent:** Friday, May 12, 2023 4:53 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Re: Image for FDA homepage

Hi Anna,

The requested image is attached with this email. Happy Friday!

**Antewann Pearson, MPS**

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Date:** Friday, May 12, 2023 at 4:40 PM

**To:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Cc:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>, Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Image for FDA homepage

Hi Antewann, could you please download this image and send to us? Thanks! & Happy Friday!

<https://www.gettyimages.com/detail/photo/working-at-home-royalty-free-image/1132586565>

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Pearson, Antewann](#)  
**To:** [Staton, Anna](#)  
**Cc:** [Leggin, Brooke](#); [Guevara, Bessy](#)  
**Subject:** Re: Image for FDA homepage  
**Date:** Friday, May 12, 2023 4:53:01 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[GettyImages-1132586565.jpg](#)

---

Hi Anna,

The requested image is attached with this email. Happy Friday!

**Antewann Pearson, MPS**

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Date:** Friday, May 12, 2023 at 4:40 PM  
**To:** Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>  
**Cc:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>, Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Subject:** Image for FDA homepage

Hi Antewann, could you please download this image and send to us? Thanks! & Happy Friday!  
<https://www.gettyimages.com/detail/photo/working-at-home-royalty-free-image/1132586565>

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Walsh, Sandy](#); [Leggin, Brooke](#); [Henriques, Maria](#)  
**Subject:** RE: Images for thumbnails on Rumor Control page  
**Date:** Friday, February 17, 2023 9:17:57 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)

---

Yep, please do. Might want to note we'll resize it when we know what size is needed for the page.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, February 17, 2023 9:15 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Images for thumbnails on Rumor Control page  
Good with me. I think I should share the DS one with CFSAN if you are ready for me to do that.

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Friday, February 17, 2023 9:13 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Images for thumbnails on Rumor Control page  
I think these are great.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, February 17, 2023 9:06 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** Images for thumbnails on Rumor Control page  
Thoughts?

---

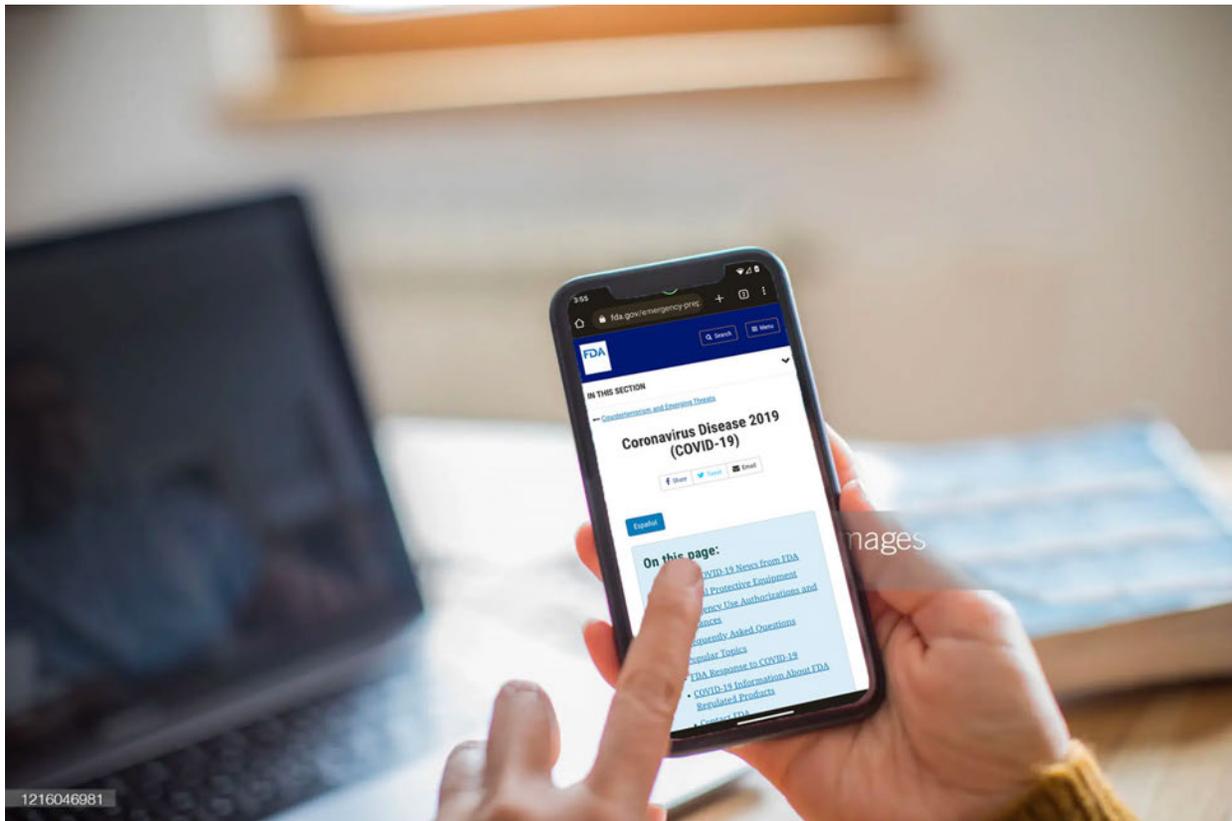
**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Friday, February 17, 2023 9:04 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Re: Images for thumbnails on Rumor Control page  
Here are some 1<sup>st</sup> drafts to review. Once I get the final size from Kristin I'll redo the size.  
Thanks,  
--

**Steve Morris** (he/him)  
*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



**From:** [Morris, Steven](#)  
**To:** [Staton, Anna](#); [Leggin, Brooke](#); [Walsh, Sandy](#); [Henriques, Maria](#)  
**Subject:** Re: Images for thumbnails on Rumor Control page  
**Date:** Thursday, February 16, 2023 4:07:59 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)



**Steve Morris** (he/him)  
*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** [Staton, Anna](#) <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Date:** Thursday, February 16, 2023 at 3:47 PM  
**To:** [Leggin, Brooke](#) <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>, [Walsh, Sandy](#) <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, [Henriques, Maria](#) <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** [Morris, Steven](#) <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Images for thumbnails on Rumor Control page

literal = clear....in my mind I like it

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>

**Sent:** Thursday, February 16, 2023 3:46 PM

**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>

**Cc:** Morris, Steven <Steven.Morris@fda.hhs.gov>

**Subject:** RE: Images for thumbnails on Rumor Control page  
Is something like this for the COVID-19 rumors too literal?

(b) (5)

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Thursday, February 16, 2023 2:27 PM

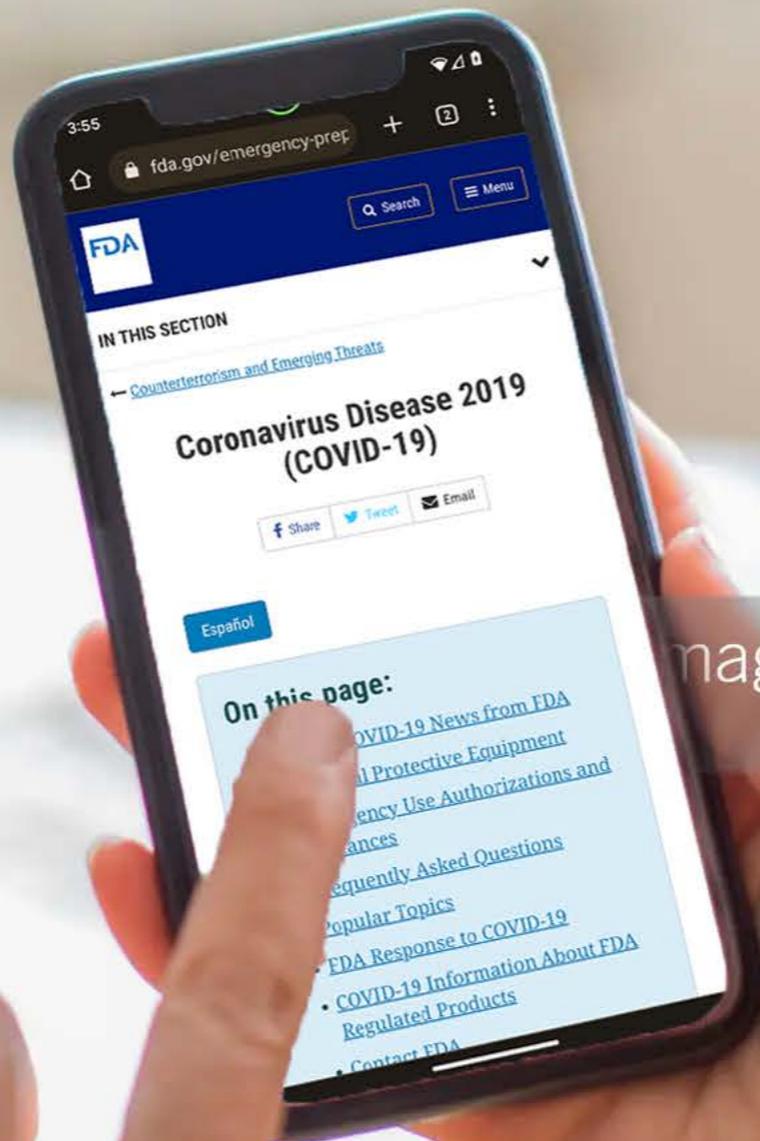
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** Images for thumbnails on Rumor Control page

Steve put together a [Getty board](#) to look at a few options for thumbnails for dietary supplements and COVID-19 on the new Rumor Control page. Thoughts?

Attached is what CTP suggested we use for the vaping thumbnail.



images

**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#); [Leggin, Brooke](#)  
**Subject:** RE: Just a brainstorm on DS  
**Date:** Wednesday, January 25, 2023 3:04:18 PM  
**Attachments:** [Covid rumors 012523 original text.docx](#)  
[Covid rumors 012523 with EDITS.docx](#)  
[image001.png](#)  
[image007.png](#)

---

Hi, Sandy.

Here are the COVID facts in the new format. One version has been edited and condensed from what's online to make it more consumer friendly. The other is unedited text from our website under the "more information" section, based on our discussion this morning.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria  
**Sent:** Tuesday, January 24, 2023 10:14 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Just a brainstorm on DS

Will do.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, January 24, 2023 10:13 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Just a brainstorm on DS

IN the next few days? I think we need to get all the "idea content" together, to make sure it is what we think we want. Then the DS content needs to be cleared.

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:53 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Subject:** RE: Just a brainstorm on DS

Hi, Sandy. Yes, happy to do so. When do we need this?

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:48 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Just a brainstorm on DS

Ok cool.

Maria, might you have time to take the current covid-19 content that is on rumor control now and make it in to a similar format in a word document, then we can all regroup with Bessy on the layout/presentation/page concept.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:44 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Just a brainstorm on DS

I did. It's with CTP now.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:42 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Just a brainstorm on DS

Anna can one of us help compile that?

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:41 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Just a brainstorm on DS

Yep that's the vision I had for the vaping one too.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:35 AM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** FW: Just a brainstorm on DS

Yes! That is what I had in mind – Anna, is this what you think needs to happen too? And also do similar for the Covid content and Vaping?

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Sent:** Tuesday, January 24, 2023 9:22 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: Just a brainstorm on DS

I'm not sure this is what you had in mind, but something like this?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Thursday, January 12, 2023 3:32 PM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** Just a brainstorm on DS

(b) (5)

(b) (5)

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



NOTE: This version has unedited text that's online under the "more information" section.

(5)

(b)

**(b) (5)**

**(b) (5)**

**(b) (5)**

NOTE: This version has been edited and condensed from what's online.

(b) (5)

(b) (5)

**(b) (5)**

**From:** [Thorpe, Valarie](#)  
**To:** [Guevara, Bessy](#); [Jefferson, Erica](#); [Rebello, Heidi](#); [Felberbaum, Michael](#); [Cacomo, Stephanie](#); [Capobianco, Abigail](#); [Hetlage, Daniel](#); [Cristinzio, Dayle](#); [Goodrich, John](#); [Walsh, Sandy](#); [Staton, Anna](#); [Morris, Steven](#); [Henriques, Maria](#); [Garcia, Megan](#); [Taiwo, Wumi](#); [Kimberly, Brad](#); [Mulieri, Chris](#); [Sanchez-Contreras, Gloria](#); [Wohl, Alexander](#); [Wasserman, Jill](#); [Kahn, Jeremy](#); [Moore, Mia \\*](#); [Mathew, Stacy](#)  
**Cc:** [Strachman-Miller, Jason](#); [Shazor, Kristin](#); [McNeill, Lorrie](#)  
**Subject:** RE: Misinformation/Disinformation OEA Working Group  
**Date:** Tuesday, August 2, 2022 11:47:01 AM

---

Hi all,

As I mentioned in the meeting, the hashtag #vaccineinjured trended over the last couple of days. Looks like it started on July 30 and had most conversation around it on July 31. Several of the links below are from verified accounts that we're familiar with seeing on this topic. The first tweet is the one that appears to have sparked the run on the hashtag.

12K likes and 7K shares for an account with 410 followers:

<https://twitter.com/ManoGov/status/1553405165633523713>

**Promoting disinformation**

<https://twitter.com/JackPosobiec/status/1553803220203540480>

<https://twitter.com/FiveTimesAugust/status/1553761345618731008>

**Combatting disinformation**

<https://twitter.com/PeterHotez/status/1553742941360984065>

One other note, if you search on that hashtag, Twitter does deliver the Know the Facts item up top that links to HHS' account: [https://twitter.com/hashtag/VaccineInjured?src=hashtag\\_click](https://twitter.com/hashtag/VaccineInjured?src=hashtag_click)

**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#)  
**Subject:** RE: New for rumor control page  
**Date:** Tuesday, September 6, 2022 1:30:53 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image015.png](#)

---

I try to accentuate the positive (and our messaging) on these without giving the rumors too much heft so they don't dominate. It's like reverse engineering the rumor so we can address it head-on – if that makes sense.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-4262 / Cell: (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 1:29 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: New for rumor control page

Right now it say this –

(b) (5)

Anna I will review then share with you and Jill for any input.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 1:21 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: New for rumor control page

So would it be something like

(b) (5)

.”

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**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 1:09 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: New for rumor control page

The rumor is that the new boosters haven't been tested, especially in people. There's no human data that they are safe and effective.

Does that help?

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
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Tel: 240-402-4262 / Cell: (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



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**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 1:06 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: New for rumor control page

Thanks will review – what is the myth or question, that we are trying to answer? We need to add that.

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 1:04 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: New for rumor control page

Hi, Sandy. I worked this one up based on what's already cleared (thanks for sharing) and tried to make it more human (plain language).

Glad to discuss. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

Writer-Editor

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Tel: 240-402-4262 / Cell: (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria  
**Sent:** Tuesday, September 6, 2022 10:31 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: New for rumor control page

Hi, Sandy. Will do – thanks for sending the links. – Maria

**Maria L. Henriques** (she/her/hers)  
Writer-Editor

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-4262 / Cell: (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



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**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 10:28 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** New for rumor control page

Hi Maria,

can you please craft a new Fact for the rumor control page about the evidence used to authorize the updated/bivalent booster?

Between the KMQA (below), the press release, and the new JAM video  
[https://twitter.com/US\\_FDA/status/1565049922910560258](https://twitter.com/US_FDA/status/1565049922910560258) hoping the answer can be relatively easy to craft.

Thanks! LMK if you have any questions.

---

**From:** Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>

**Sent:** Wednesday, August 31, 2022 9:17 AM

**To:** McNeill, Lorrie <[Lorrie.McNeill@fda.hhs.gov](mailto:Lorrie.McNeill@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; Capobianco, Abigail <[Abigail.Capobianco@fda.hhs.gov](mailto:Abigail.Capobianco@fda.hhs.gov)>; Kahn, Jeremy <[Jeremy.Kahn@fda.hhs.gov](mailto:Jeremy.Kahn@fda.hhs.gov)>; Pfaeffle, Veronika <[Veronika.Pfaeffle@fda.hhs.gov](mailto:Veronika.Pfaeffle@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Sadove, Elizabeth <[Elizabeth.Sadove@fda.hhs.gov](mailto:Elizabeth.Sadove@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Taiwo, Wumi <[wumi.taiwo@fda.hhs.gov](mailto:wumi.taiwo@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Alicea-Rivera, Esteban <[Esteban.Alicea-Rivera@fda.hhs.gov](mailto:Esteban.Alicea-Rivera@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Fritsch, Beth F. <[Beth.Fritsch@fda.hhs.gov](mailto:Beth.Fritsch@fda.hhs.gov)>; Goodrich, John <[John.Goodrich@fda.hhs.gov](mailto:John.Goodrich@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Aguilar, Paul <[Paul.Aguilar@fda.hhs.gov](mailto:Paul.Aguilar@fda.hhs.gov)>; Buettner, Alexandria <[Alexandria.Buettner@fda.hhs.gov](mailto:Alexandria.Buettner@fda.hhs.gov)>; Moxley, Shera <[Shera.Moxley@fda.hhs.gov](mailto:Shera.Moxley@fda.hhs.gov)>; Sami, Arooj <[Arooj.Sami@fda.hhs.gov](mailto:Arooj.Sami@fda.hhs.gov)>; Trzeciak, Kimberlee <[Kimberlee.Trzeciak@fda.hhs.gov](mailto:Kimberlee.Trzeciak@fda.hhs.gov)>; Peterson, Michael <[Michael.Peterson@fda.hhs.gov](mailto:Michael.Peterson@fda.hhs.gov)>; Nguyen, Michael A. <[Michael.Nguyen1@fda.hhs.gov](mailto:Michael.Nguyen1@fda.hhs.gov)>; Watson, Ruth <[Ruth.Watson@fda.hhs.gov](mailto:Ruth.Watson@fda.hhs.gov)>; Alexander, Nicholas <[Nicholas.Alexander@fda.hhs.gov](mailto:Nicholas.Alexander@fda.hhs.gov)>; Riley, Karen <[Karen.Riley@fda.hhs.gov](mailto:Karen.Riley@fda.hhs.gov)>; Osterman, Rachel <[Rachel.Osterman@fda.hhs.gov](mailto:Rachel.Osterman@fda.hhs.gov)>; Bryant, Leslie <[Leslie.Bryant@fda.hhs.gov](mailto:Leslie.Bryant@fda.hhs.gov)>; Davies, Claire <[Claire.Davies@fda.hhs.gov](mailto:Claire.Davies@fda.hhs.gov)>; Finnen, April <[April.Finnen@fda.hhs.gov](mailto:April.Finnen@fda.hhs.gov)>; Burgess, Shelly <[Shelly.Burgess@fda.hhs.gov](mailto:Shelly.Burgess@fda.hhs.gov)>; Garrett, Ulysses <[Ulysses.Garrett@fda.hhs.gov](mailto:Ulysses.Garrett@fda.hhs.gov)>; Norris, Gary <[Gary.Norris@fda.hhs.gov](mailto:Gary.Norris@fda.hhs.gov)>; Bravo, Katherine <[Katherine.Bravo@fda.hhs.gov](mailto:Katherine.Bravo@fda.hhs.gov)>; Welch, Anthony <[Anthony.Welch@fda.hhs.gov](mailto:Anthony.Welch@fda.hhs.gov)>; Nunez, Cariny <[Cariny.Nunez@fda.hhs.gov](mailto:Cariny.Nunez@fda.hhs.gov)>; Johnson, Robin <[Robin.D.Johnson@fda.hhs.gov](mailto:Robin.D.Johnson@fda.hhs.gov)>; Fairnot, Rashetta (FDA) <[Rashetta.Fairnot@fda.hhs.gov](mailto:Rashetta.Fairnot@fda.hhs.gov)>  
**Cc:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Tierney, Julia <[Julia.Tierney@fda.hhs.gov](mailto:Julia.Tierney@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Hussain, Sana <[Sana.Hussain@fda.hhs.gov](mailto:Sana.Hussain@fda.hhs.gov)>; Walinsky, Sarah <[Sarah.Walinsky@fda.hhs.gov](mailto:Sarah.Walinsky@fda.hhs.gov)>; Fristedt, Andi <[Andi.Fristedt@fda.hhs.gov](mailto:Andi.Fristedt@fda.hhs.gov)>; Hetlage, Daniel <[Daniel.Hetlage@fda.hhs.gov](mailto:Daniel.Hetlage@fda.hhs.gov)>; Edmonds, Amanda <[Amanda.Edmonds@fda.hhs.gov](mailto:Amanda.Edmonds@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Strachman-Miller, Jason <[Jason.Strachman-Miller@fda.hhs.gov](mailto:Jason.Strachman-Miller@fda.hhs.gov)>; Theirl, Lisa <[Lisa.Theirl@fda.hhs.gov](mailto:Lisa.Theirl@fda.hhs.gov)>; Mair, Michael <[Michael.Mair@fda.hhs.gov](mailto:Michael.Mair@fda.hhs.gov)>; Garcia, Megan <[Megan.Garcia@fda.hhs.gov](mailto:Megan.Garcia@fda.hhs.gov)>  
**Subject:** Updated COVID-19 vaccine boosters rollout: PRESS RELEASE attached

Confidential-Internal-Deliberative

Dear team,

Thanks for your patience.

Attached is the final press release - FDA Authorizes Moderna, Pfizer-BioNTech Bivalent COVID-19 Vaccines for Use as a Booster Dose. You may start preparing your outreach touches.

My next email will be the greenlight to begin this rollout.

Please do not move forward with any activities before receiving the respective green light for **YOUR** activity.

-

Thank you,

Jill

---

**From:** Wasserman, Jill

**Sent:** Wednesday, August 31, 2022 7:19 AM

**Subject:** Rollout Update: Updated COVID-19 vaccine boosters

Confidential-Internal-Deliberative

Good morning,

We are targeting **this morning** to authorize the Moderna and Pfizer-BioNTech bivalent COVID-19 vaccines for use as a booster dose. **Please be on standby no later than 8:30 a.m.**

For your awareness:

- **Press release:** I will send to the team before we rollout.
- **KMQAs:**  [Final\\_KMOA Fall Updated Boosters 08282022\\_11am.docx](#)
- **Virtual press conference info:**
  - **Graphic** -  [Virtual Press Conference Bivalent\\_TW\\_8-23-22\\_FINAL\\_1080.png](#)
  - **Link** - <https://youtu.be/QNFES1Rlf1M>
  - **Calendar invite** - I will send the team an Outlook invite for the press conference w/a tentative target time of 10:45 a.m.; if that changes, I will update the invitation.
- **Communications plan:**  [DRAFT CommsPlan Moderna Pfizer UpdatedFallBoosters\\_8.2022.docx](#)
- **Wednesday's tick-tock:** Please see below and refer to comms plan for details.

### **TICK TOCK for Aug. 31, 2022**

*All times subject to change*

#### **EUA signature**

Dr. Marks signs LOAs for Moderna and Pfizer.

CBER notifies Jill that LOA is signed and sends final files—LOA w/Fact Sheets, both Word & PDF documents—to Este/Chris/JIC Web team to preload (cc: OCET ops/Liz)

#### **EUA issuances**

LOAs issue and both companies confirm receipt; Lorrie emails/texts Jill to let her know.

**TBD**

Jill gives GREENLIGHT to:

- Publish press release (FIRST), LOAs and fact sheets (Este)  
*[Please note Drupal may add 15 minutes to process]*
- Distribute news release via Cision (Abby)

**~5-15 mins post-issuance**

*Once press release, LOA and fact sheets post:*

- Issue media advisory for virtual press conference via Cision (Veronika)
- Publish new booster-specific webpage (Brooke)
- Make FDA's YouTube link for virtual press conference live (Brad)
- Publish FDA.gov updates, including vaccine-specific webpages, main FAQs on boosters, alert boxes (Brooke)
- Publish hero image and press conference content on FDA.gov homepage (Kristin)
- Publish Dear HCP letters (Este)

All stakeholder outreach begins:

- SES, OL, OCA, IGA, ORA, OMMHE, OWH, OGPS/OGPD conduct outreach of press release and press conference

Social media amplification of press release and press conference for:

- @US\_FDA and @DrCaliff\_FDA (Brad/Valerie/Wumi)
- Facebook posts (English/Spanish) (Brad/Valerie/Wumi/Gloria)
- LinkedIn post (Brad/Valerie/Wumi)
- @FDAenEspanol (Gloria)

Internal all-hands email sent (Heidi)

Finish any updates to FDA.gov (Brooke)

Send press release, web content and fact sheet for patients/caregivers for translation (Gloria coordinates)

**~10:30 a.m.**

Drs. Califf and Marks call-in for technical check to prepare for the virtual press conference.

**~10:45 a.m.**

FDA livestreams the virtual press conference (~30-45 minutes) on FDA's YouTube channel:

- Introduction
- Robert M. Califf, FDA Commissioner remarks
- Peter Marks, Director, CBER remarks
- Moderated QA with media

[View: Virtual Press Conference: Updated COVID-19 Vaccine Boosters](#)

[– 8/31/2022 - YouTube](#)

**TBD**

Reserved time for broadcast and radio interviews, as needed Drs. Califf, Marks, Bumpus and Marston

Publish wall charts for Moderna and Pfizer (Este)

Please reach out to me with any questions.

Best,

**Jill Wasserman, MPH** (*she/her/hers*)

*Rollout Coordinator, Office of External Affairs*

Work Cell: (b) (6)

[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)



**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Leggin, Brooke](#)  
**Cc:** [Henriques, Maria](#)  
**Subject:** RE: New Rumor Control COVID edits  
**Date:** Friday, June 2, 2023 2:18:46 PM

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Thanks!

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Friday, June 2, 2023 2:16 PM  
**To:** Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>  
**Cc:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** FW: New Rumor Control COVID edits

Hi Gloria,

Here is the email I sent Kristin. The attachment is the “clean copy” rather than the marked up copy from CBER.

In the email to Kristin below, the bullets specify what the edits are.

Hope this helps!  
Brooke

---

**From:** Leggin, Brooke  
**Sent:** Thursday, June 1, 2023 4:25 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** New Rumor Control COVID edits

Hi Kristin,

We received some edits from the scientists on the [COVID-19 RC](#) content. The parts of the page they edited are in the attached document. They updated:

- The introduction
- 2 of the Facts
- Added Pfizer to the list of resources at the end

All of the other content on the page should stay the same.

Is it possible to make these edits in the next few days?

Thanks for your help.  
Brooke

**Brooke Leggin, MPH** (*she/her*)

Writer/Editor

**U.S. Food and Drug Administration**

Direct Line: (b) (6) (work cell phone)

Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)



**From:** [Shazor, Kristin](#)  
**To:** [Walsh, Sandy](#)  
**Cc:** [Braithwaite, Sonia](#); [Guevara, Bessy](#); [Staton, Anna](#); [Henriques, Maria](#); [Kimberly, Brad](#)  
**Subject:** RE: New rumor for rumor control  
**Date:** Thursday, December 22, 2022 12:38:47 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Sure, no problem! The page has been published.

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, December 22, 2022 12:37 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: New rumor for rumor control

Looks good thank you!

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, December 22, 2022 12:08 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: New rumor for rumor control

Good afternoon,

The page has been updated. Please review and let me know when you are ready to publish.

<http://wcms-internet.fda.gov/news-events/rumor-control/latest>

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, December 22, 2022 10:11 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: New rumor for rumor control

Hi Kristin,

We heard back from CBER – today if possible please post this new item in the **COVID-19 Facts section** (as mentioned it is not as plain language as I'd like but it is what was cleared by CBER, OCC and HHS):

(b) (5)

Thank you.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, December 21, 2022 2:33 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: New rumor for rumor control

Hi Sandy,

Yes, I am.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, December 21, 2022 11:04 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria

<[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** New rumor for rumor control

Hi Kristin,

Following up on the misinfo meeting from yesterday, we plan to post a new COVID-19 vaccine rumor to Rumor Control later today or tomorrow related to some news coverage of adverse events with the Pfizer vaccine. We'll plan to use the response to media that OMA is clearing with HHS right now. (TBH it is a bit technical but the best we can do right now.) Just checking to see if you'll still be the main contact for posting this?

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Walsh, Sandy](#); [Guevara, Bessy](#); [Mulieri, Chris](#); [Shazor, Kristin](#); [Staton, Anna](#); [Henriques, Maria](#); [Sanchez-Contreras, Gloria](#); [Wasserman, Jill](#)  
**Subject:** RE: Notes from Rumor Control Next Steps Mtg  
**Date:** Wednesday, May 31, 2023 9:45:28 AM  
**Attachments:** [image001.png](#)

---

Yes, and Gloria is getting the updates made now.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 30, 2023 11:24 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>  
**Subject:** RE: Notes from Rumor Control Next Steps Mtg

I think that would be good, is there a Spanish version of that page?

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Tuesday, May 30, 2023 11:17 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>  
**Subject:** RE: Notes from Rumor Control Next Steps Mtg

A question for this group because we did not get to it today –

I just published new content on the [COVID-19 Bivalent Vaccines](#) page related to Rumor Control. The last 2 questions and answers on the page about monovalent versus bivalent vaccines are new, in response to the rumors about why the monovalents are no longer authorized.

How would you all feel about featuring this page, as a result of the new content, in the Consumer Information (“Health Information for You”) row of the [Rumor Control](#) page? Possibly to replace the current Vaccine item – “Vaccines Protect Children...” consumer update.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, May 26, 2023 3:29 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>

**Subject:** Notes from Rumor Control Next Steps Mtg

Team,

Thanks for meeting yesterday. Below are the notes from our meeting.

**Notes on Rumor Control page next steps ( Discussion May 25, 2023)**

- Adding a subscription box for users to opt in for email updates
  - Completed 5/23
- Add Navigation language on News and Events page
  - Completed 5/25
- Update sub header and video subhead on page
  - Completed 5/25
- Search optimization
  - What are the search terms people are entering around health misinformation/FDA misinformation?
  - We updated the description to include all the keywords that we (OECS) think people would use when searching for the page...can we get more intel (WDDS?) on what people search?
    - WDDS to conduct research on organic searches before next Google AdWords campaign (targeting June)
- Increasing the mention of keywords in the headers throughout the page and in the short description.
- Overview of Google AdWords campaign (Aja to present on 5/30)
- Overview of Rumor Control web metrics (Need WDDS to present on 5/30)
- Editorial calendar – Will reserve time on agenda during weekly misinformation meetings (Next discussion on 5/30)
- Plan for adding non-hot topic content – Need further discussion. Some “facts” although momentary, could resurface months later and need a place to house this content.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Guevara, Bessy](#); [Leggin, Brooke](#)  
**Cc:** [Staton, Anna](#)  
**Subject:** RE: OCC comments on Rumor Control  
**Date:** Wednesday, March 22, 2023 9:54:01 AM  
**Attachments:** [image008.png](#)  
[image015.png](#)  
[image021.png](#)  
[image022.png](#)

---

Hi, Sandy.

I just confirmed that the COVID and sunscreen content is the final from OCC. I updated the sunscreen content to the latest just to be sure. The link is:

 [Sunscreen Facts FINAL 032023.docx](#)

Everything from me is in the folder. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, March 22, 2023 9:44 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

So just rounding back, the sunscreen, COVID and dietary supplements content pages are all final, final, cleared by OCC and shared back with Centers, **correct?** And all the versions in the SP are the most recent. I think **yes** to all but please correct me if I'm wrong. (I handled the dietary supplements edits from OCC, they were minimal.)

Here's the link:  [Rumor Control Revamp](#)

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Sent:** Tuesday, March 21, 2023 12:35 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

Perfect! Thanks, Bessy!

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Tuesday, March 21, 2023 12:34 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

I replaced it. Thanks!

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, March 21, 2023 12:28 PM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

Is this a different version than what is in Bessy's sharepoint? Should we replace the older version?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Sent:** Tuesday, March 21, 2023 12:20 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

HI. OCC has cleared these COVID facts. (CBER also cleared.)

Here's the final version:

 [Covid rumors FINAL 032123.docx](#)

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria

**Sent:** Tuesday, March 21, 2023 9:44 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

Good morning. Quick update: CBER has cleared the last pending question in the COVID content. I will send it to OCC for final review (there's a new sentence that needs their attention) and let the team know when it's final.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria

**Sent:** Monday, March 20, 2023 11:12 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

Oh, yes! It was a whole new chance to review by everyone involved.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Monday, March 20, 2023 11:10 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Hi just confirming this did go back to CDER, correct?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Monday, March 20, 2023 11:04 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Hi. Here is the final, OCC-cleared sunscreen facts info. FYI, the art is also **\*finally\*** cleared.

 [Sunscreen FACTS CDER cleared 032023.docx](#)

I'll send the COVID-19 text as soon as I get it CBER and OCC cleared. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Monday, March 20, 2023 10:16 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Found this Immunization Fact Sheet on OMHHE's site today in case any of this language is helpful:  
<https://www.fda.gov/media/159405/download>

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Monday, March 20, 2023 9:49 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Hi, Sandy. They are not final yet.

CBER has reviewed, and I have to send one revision back to them for approval and the OCC (was in the middle of doing so). Next, I will review sunscreen from CDER and see what the next steps are. I'll update you and the team as soon as I can. Was hoping to get all this done before our meeting this morning so we can move forward.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Monday, March 20, 2023 9:41 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Hi Maria, I lost track. Are the COVID and sunscreen content areas final, final? Or still with centers?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, March 16, 2023 11:14 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Sounds like a good plan. I'll let CBER know and hope we can finalize these soon-ish.

Thank you – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, March 16, 2023 11:10 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Yes please reach out to Lorrie and Susan re: OCC edits to try to get this final. I agree I think that Fact can be removed, as long as the info still lives on CBERs site, and let Lorrie know that we recommend removing it from Rumor Control and they can refresh their own content as needed on their site.

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, March 16, 2023 11:06 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OCC comments on Rumor Control

Hi, Sandy. I think the COVID section needs to go back to CBER for their input. I'm fine with OCC's edits, but some of their comments require CBER input. I'm happy to reach out to Lorrie.

That said, I wonder if we need this section at all:

(b) (5)

Happy to discuss or wait until the group meeting this afternoon to proceed. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria

**Sent:** Thursday, March 16, 2023 8:59 AM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

Good morning, Sandy. FYI, CDER is reviewing the sunscreen content and we have been going back and forth to keep this consumer friendly – plus getting the right art that is compliant. I'll keep you posted on that and work with Brooke on the COVID content.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Sent:** Thursday, March 16, 2023 8:50 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: OCC comments on Rumor Control

Thanks Sandy! For the supplement one – for the second fact, could we say (b) (5) not really plain language and potentially very confusing.

I'll work with Maria on the COVID content as you requested!

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, March 15, 2023 6:13 PM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** OCC comments on Rumor Control

OCC has reviewed all three hot topics.

Their comments on sunscreen area already being worked on by Maria.

Maria and Brooke can you please look at their comments on the COVID-19 stuff and chat together if needed to figure out what needs to be done....their comments seem substantive. Or do we just need to send it back to CBER?

Brooke, it looks like the supplement edits are pretty straightforward I think I can accept the edits but will let you know if I need help.

Thanks. I know Bessy scheduled time to chat so we can regroup then.

Here's the link: [☐ Rumor Control Revamp](#)

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)





**From:** [Walsh, Sandy](#)  
**To:** [Henriques, Maria](#)  
**Subject:** RE: OCC questions/edits: bivalent booster rumor  
**Date:** Tuesday, September 13, 2022 8:39:49 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

I can send to CBER thanks. Will copy you.

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Tuesday, September 13, 2022 8:39 AM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Subject:** OCC questions/edits: bivalent booster rumor

Good morning, Sandy.

OCC reviewed the bivalent booster rumor and included some comments and edits. They also had a couple questions for CBER.

 [Bivalent booster rumor 090922.docx](#)

Please let me know if you want me to reach out to CBER or if you will as before. Whatever is best for you.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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Tel: 240-402-4262 / Cell:   (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Henriques, Maria](#)  
**Subject:** RE: OK w/ changes to text on RC landing page and COVID RC page?  
**Date:** Friday, March 31, 2023 11:23:10 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Thanks, I accepted all of the edits/suggestions Much appreciated!

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Friday, March 31, 2023 8:36 AM  
**To:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Subject:** RE: OK w/ changes to text on RC landing page and COVID RC page?

Hi, Brooke. I made some suggestions and recommendations.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Thursday, March 30, 2023 3:17 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** OK w/ changes to text on RC landing page and COVID RC page?

Hi – I updated the language on the RC landing page mockup PowerPoint – under the Learn the Facts section. Can you guys take a look and just edit anything you don't like? And, I created a brief introduction on the COVID rumor control page as discussed at today's meeting – also edits to that are welcomed.

These are the materials available on the SP site Bessy set up in the revamp folder:  [Efforts to Address Misinformation & Disinformation](#)

THANK YOU!

**From:** [Rabin, Tara G.](#)  
**To:** [Walsh, Sandy](#)  
**Cc:** [Potash, Shana](#); [Staton, Anna](#)  
**Subject:** RE: OMA (b) (5) misinformation updates?  
**Date:** Friday, March 31, 2023 10:51:04 AM  
**Attachments:** [image001.png](#)

---

Sounds good. My team has a link to this same SP page, so if there's anything new they will add directly here.

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, March 31, 2023 10:42 AM  
**To:** Rabin, Tara G. <[Tara.Rabin@fda.hhs.gov](mailto:Tara.Rabin@fda.hhs.gov)>  
**Cc:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OMA (b) (5) misinformation updates?

Thanks! (b) (6) not urgent but (b) (6) we'll turn back to working on this.

---

**From:** Rabin, Tara G. <[Tara.Rabin@fda.hhs.gov](mailto:Tara.Rabin@fda.hhs.gov)>  
**Sent:** Friday, March 31, 2023 10:41 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: OMA (b) (5) misinformation updates?

Hi Sandy –

I'll ask my team if there's anything newer to add and round back.

Tara

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, March 31, 2023 10:04 AM  
**To:** Rabin, Tara G. <[Tara.Rabin@fda.hhs.gov](mailto:Tara.Rabin@fda.hhs.gov)>  
**Cc:** Potash, Shana <[Shana.Potash@fda.hhs.gov](mailto:Shana.Potash@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** OMA (b) (5) misinformation updates?

Hi Tara, we've been talking with CFSAN about ideas for some Consumer Updates and for some Rumor Control/FDA Facts content.

Just wanted to check in – re: the (b) (5) misinformation media inquiries, is there anything new, or is the below the most recent? We might be using some of these ideas/talk points.

Thanks!

---

**From:** Rabin, Tara G. <[Tara.Rabin@fda.hhs.gov](mailto:Tara.Rabin@fda.hhs.gov)>

**Sent:** Wednesday, March 1, 2023 5:08 PM

**To:** Hatwell, Karen <[Karen.Hatwell@fda.hhs.gov](mailto:Karen.Hatwell@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>

**Subject:** RE: Connecting on (b) (5) Misinformation

All – The OMA foods team has put together a list of inquiries we’ve handled regarding (b) (5) misinformation to give us some ideas to build off of. Some notable ones include: (b) (5)

[Redacted]

 (b) (5) [Misinformation Stories.docx](#)

Look forward to discussing.

Best,  
Tara

**From:** [Walsh, Sandy](#)  
**To:** [Leggin, Brooke](#); [Guevara, Bessy](#)  
**Cc:** [Henriques, Maria](#); [Staton, Anna](#)  
**Subject:** RE: PHE ending on RC page?  
**Date:** Wednesday, May 10, 2023 3:03:00 PM  
**Attachments:** [image001.png](#)

---

I think this is enough.

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Wednesday, May 10, 2023 1:35 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Cc:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** PHE ending on RC page?

Yesterday I brought up drafting content based on existing language about the PHE ending on 5/11 for the Rumor Control page. But at the same time I will be prominently linking to this info on the main COVID page, as in the screenshot of the draft page (b) (5)

---

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## Coronavirus Disease 2019 (COVID-19)

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(b) (5)

Writer/Editor

**U.S. Food and Drug Administration**

Direct Line: (b) (6) (work cell phone)

Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)



# Coronavirus Disease 2019 (COVID-19)

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(b) (5)

**From:** [Henriques, Maria](#)  
**To:** [Shazor, Kristin](#); [Sanchez-Contreras, Gloria](#); [Hollis, Nicole](#)  
**Cc:** [Walsh, Sandy](#); [Guevara, Bessy](#)  
**Subject:** RE: Please add email subscription box to RC page  
**Date:** Tuesday, May 23, 2023 1:08:09 PM  
**Attachments:** [image001.png](#)

---

Thank you, Team. Looks good. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 1:04 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Ok, both pages have been updated and published. Thanks!

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 12:35 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

This works, thank you!

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 12:29 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** RE: Please add email subscription box to RC page

Gloria – please review and let me know if the page is ready for publishing.

[Control de rumores | FDA](#)

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Tuesday, May 23, 2023 11:49 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** RE: Please add email subscription box to RC page

Yes, that's the list.

Emails de la FDA

Suscríbete para recibir notificaciones por correo electrónico

Thanks,

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Tuesday, May 23, 2023 11:45 AM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** RE: Please add email subscription box to RC page

Gloria – I only see Articulos para el consumidor. Is this the correct list?

Please translate the following terms:

FDA Emails

Subscribe to receive email notifications

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 11:19 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Hi Maria and Kristin,

We do have a list is called: Articulos en español. Let me know what text needs translation.

Thanks,

Gloria

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 10:44 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

I think so. Adding [@Sanchez-Contreras, Gloria](#)

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 10:38 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Ok! Is there a list for the Spanish page or can we use this one?

**Kristin Shazor, MSHA**

Web & Digital Services  
Tel: 202-527-5006

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 10:37 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Looks good, Kristin.

No need to create a new subscription list. We'll use the CU list.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)  
*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 10:24 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Hi Maria,

Please review - [Rumor Control | FDA](#)

I am not able to change Subscribe to Consumer Updates to Subscribe to Email Updates because we are using the Consumer Updates subscription option from the list. Do you want to create a subscription list for this page?

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 9:01 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Hi, Kristin.

At the bottom, can you change the wording to:

FDA Emails  
Subscribe to receive email notifications

*And the Box to:*  
Subscribe to Email Updates

Thanks – Maria  
**Maria L. Henriques** (she/her/hers)  
*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 23, 2023 8:08 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Please add email subscription box to RC page

Good morning,

I've added the subscription box.

Please review the rumor control page and let me know if it's good to publish –  
[Rumor Control | FDA](#)

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, May 18, 2023 3:24 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Hollis, Nicole <[Nicole.Hollis@fda.hhs.gov](mailto:Nicole.Hollis@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** Please add email subscription box to RC page

Hi, Nicole and Kristin.

We'd like to go ahead and add a box atop the Rumor Control page for people to subscribe to receive Rumor Control news by subscribing to the Consumer Update email list.

Kristin, Nicole and I discussed this, and she know the details.

Thank you both. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#); [Morris, Steven](#)  
**Subject:** RE: PLS SEE: distinguish between rumors and facts about science, medicine and the FDA: TEST  
**Date:** Tuesday, May 16, 2023 9:52:00 AM  
**Attachments:** [image001.png](#)

---

Great! I am cleaning it up and will get it proofed and sent.

Then, I will get the Spanish one done for Gloria. Later, I will also see if I can save it as a template (new one for me).

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 9:51 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: PLS SEE: distinguish between rumors and facts about science, medicine and the FDA: TEST

Looks great, thank you!

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 9:47 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** PLS SEE: distinguish between rumors and facts about science, medicine and the FDA: TEST  
**Importance:** High

Hi, all.

Is this the look we are going for? If so, I will go with it and create it in Spanish for Gloria too.

Steve, please make sure I am using the right banner.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** U.S. Food and Drug Administration <[usfda@public.govdelivery.com](mailto:usfda@public.govdelivery.com)>

**Sent:** Tuesday, May 16, 2023 9:43 AM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** distinguish between rumors and facts about science, medicine and the FDA: TEST

If your email program has trouble displaying this email, [view as a webpage](#).

rumor control



## Rumor Control: Learn and Share FDA Facts



The growing spread of rumors, misinformation and disinformation about science, medicine and the FDA is putting patients, consumers and their families at risk. We are here to provide the facts.

Keep yourself – along with your family, friends and community – safe by distinguishing between rumors and facts about COVID-19, sunscreen and dietary supplements. Get the facts and learn about what the FDA does for you every day.



[Manage Subscriptions](#) | [Unsubscribe All](#) | [Help](#)

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This email was sent to Email Address using GovDelivery Communications Cloud on behalf of: U.S. Food and Drug Administration · 10903 New Hampshire Ave · Silver Spring, MD · 20993-0002 · 1-888-INFO-FDA

**From:** [Pearson, Antewann](#)  
**To:** [Morin, Sean](#); [Staton, Anna](#)  
**Cc:** [Guevara, Bessy](#); [Shazor, Kristin](#); [Walsh, Sandy](#); [Sanchez-Contreras, Gloria](#); [Kimberly, Brad](#)  
**Subject:** Re: Posting misinfo videos on Flickr  
**Date:** Thursday, May 11, 2023 9:16:05 AM  
**Attachments:** [image008.png](#)  
[image011.png](#)  
[image012.png](#)  
[image009.png](#)  
[image010.png](#)  
[image013.png](#)  
[image014.png](#)  
[image015.png](#)  
[image016.png](#)

---

Hi Sean,

Thanks for sending this to me again. What you labeled as “Full Title:” in your initial email, appears in the description section of the English videos on our YouTube channel. I’ll just leave the Spanish video titles as they are, in the Flickr album. Thanks again.

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Morin, Sean <Sean.Morin@fda.hhs.gov>

**Date:** Thursday, May 11, 2023 at 8:51 AM

**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>, Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>

**Cc:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>, Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>, Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>

**Subject:** Re: Posting misinfo videos on Flickr

Yes, sorry for the slow reply. The translations are below:

1. What's the deal with health misinformation?  
¿Qué es la desinformación de salud?
2. How you can help slow the spread of health misinformation...  
Cómo puede ayudar a frenar la propagación la desinformación de salud
3. Why you see health misinformation on social media...  
Por qué hay desinformación de salud en las redes sociales
4. Just how quick can misinformation spread?  
¿Qué tan rápido se puede propagar la desinformación de salud?

Let me know if you need anything else!

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>

**Date:** Thursday, May 11, 2023 at 8:13 AM

**To:** Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>

**Cc:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>, Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>, Morin, Sean <Sean.Morin@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>, Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>

**Subject:** RE: Posting misinfo videos on Flickr

Hey Antewann, I believe Sean sent the translations in the attached email...

---

**From:** Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>

**Sent:** Wednesday, May 10, 2023 4:30 PM

**To:** Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Morin, Sean <Sean.Morin@fda.hhs.gov>

**Cc:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>

**Subject:** Re: Posting misinfo videos on Flickr

Gloria,

Can you send me the translations for the text below? Thanks.

1. What's the deal with health misinformation?
2. How you can help slow the spread of health misinformation...
3. Why you see health misinformation on social media...
4. Just how quick can misinformation spread?

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Date:** Wednesday, May 10, 2023 at 4:24 PM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** Re: Posting misinfo videos on Flickr

Brad,

I signed into our YouTube account. I can see the “misinformation shorts.” I’ll add the descriptions and titles to the appropriate videos in the Flickr album. I do not see the Spanish language versions of these videos on YouTube. I’ll send the short descriptions to Gloria, so she can translate them into Spanish for the Flickr album. Thanks.

## Antewann Pearson, MPS

*Visual Information Specialist*

### Office of Editorial and Creative Services

#### Office of External Affairs

#### U.S. Food and Drug Administration

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Date:** Wednesday, May 10, 2023 at 4:11 PM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** Re: Posting misinfo videos on Flickr

Hi Brad,

Is it possible for you to send me a link? I’m currently scrolling through our YouTube channel, and I do not see any videos on misinformation. Are they listed? Thanks.

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 301-837-7412 | Cell: (b) (6) 5  
[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Date:** Wednesday, May 10, 2023 at 4:04 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** Re: Posting misinfo videos on Flickr

Pretty sure I wrote them on YouTube

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 4:03:35 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Posting misinfo videos on Flickr

We need a title *and* description for Flickr. Right Antewann?

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 4:03 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Posting misinfo videos on Flickr

Can we just simply say: (b) (5) English/Spanish)?

(b) (5) makes the title longer and not necessary. What do you think?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, May 10, 2023 3:57 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Posting misinfo videos on Flickr

Yes that is good.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Wednesday, May 10, 2023 3:57 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Posting misinfo videos on Flickr

(b) (5)

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**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Wednesday, May 10, 2023 3:51 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Posting misinfo videos on Flickr

Correct, addressing misinformation is preferred.

And what about this tweak:

(b) (5)

(b) (5)

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**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 3:47 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Posting misinfo videos on Flickr

So OCC wants (b) (5) I believe. Right Bessy?

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 3:41 PM  
**To:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Posting misinfo videos on Flickr

Hi Antewann,

Are English and Spanish videos in the same album? If so, can we add it this to the title. Below is a suggestions, but I will default to Brad and Anna.

(b) (5)

Thank you,

Gloria

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**From:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 3:35 PM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** Re: Posting misinfo videos on Flickr

Hi Anna and Sean,

I created the "Misinformation Videos" Flickr album. The album is still private, so I attached two screenshots with this email. The second screenshot displays how the title appears on each post. I was thinking the overall album description should read, (b) (5)  
(b) (5) Please let me know if you want to add any descriptions to the videos and thumbnails. I decided to use the thumbnails that have the same dimensions as the

videos, so the album can be visually consistent. Feel free to contact me if you have any questions.  
Thanks.

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



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**From:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Date:** Tuesday, May 9, 2023 at 3:23 PM

**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** Re: Posting misinfo videos on Flickr

Hi Sean,

Thanks for sending me everything. I'll begin creating the Flickr album tomorrow morning. I'll contact you if I have any questions.

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Date:** Tuesday, May 9, 2023 at 3:07 PM  
**To:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** Re: Posting misinfo videos on Flickr

Hi Antewann,

The videos are linked below. There are English and Spanish versions labeled Video 1-4. You can ignore the files "SPANISH-Misinfo\_Video-1\_PART-1" and "PART-2" and just upload the full Spanish Video 1.

There are also thumbnails linked below if it gives you a chance to put those in. There are horizontal, vertical, and square versions of each thumbnail, so use whatever fits best.

Videos:  [FinalMisinformationVideos](#)

Thumbnails:  [Misinformation-PSA-Thumbnail-Exports](#)

Titles for English and Spanish as well as the correlating thumbnail text is below:

Vídeo 1:

Thumbnail text - The Deal With Misinformation

Full Title - What's The Deal with Health Misinformation

Thumbnail title: La desinformación de salud

Full Title: ¿Qué es la desinformación de salud?

Vídeo 2:

Thumbnail text - The Spread of Misinformation

Full Title - Just How Quick Can Misinformation Spread?

Thumbnail text – Propagación de la desinformación

Full Title: ¿Qué tan rápido se puede propagar la desinformación de salud?

Vídeo 3:

Thumbnail text - How to Slow Misinformation

Full Title - How You Can Help Slow The Spread of Health Misinformation

Thumbnail text - Cómo frenar la desinformación

Full Title - Cómo puede ayudar a frenar la propagación la desinformación de salud

Vídeo 4:

Thumbnail text - Why You See Misinformation

Full Title - Why You See Health Misinformation on Social Media

Thumbnail text: Por qué hay desinformación

Full Title: Por qué hay desinformación de salud en las redes sociales

I know this is confusing so let me know if you have any questions uploading.'

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-467-4629



---

**From:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Date:** Tuesday, May 9, 2023 at 11:31 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** Re: Posting misinfo videos on Flickr

Hi Anna,

Sure. I can work with Sean on this.

Sean,

Please send me the files when you're ready. Thanks.

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Date:** Tuesday, May 9, 2023 at 11:29 AM

**To:** Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>

**Cc:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** Posting misinfo videos on Flickr

Hi Antewann,

When we launch the redesigned Rumor Control page on Tuesday, 5/16/23 the team would like a Flickr album to be posted that contains the English and Spanish misinformation videos. Then we'd add a link to the album from the new page. Could you work with Sean to get the files and get an album created? (The album should not go live until we get the greenlight from Bessy on Tuesday.)

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration  
Phone: 301-796-5758 & (b) (6)  
[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Johnson, Elise \(FDA\)](#)  
**To:** [Shazor, Kristin](#)  
**Subject:** RE: Question  
**Date:** Friday, June 2, 2023 5:13:58 PM

---

Hi and thank you so much!

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Friday, June 2, 2023 2:21 PM  
**To:** Johnson, Elise (FDA) <Elise.Johnson@fda.hhs.gov>  
**Subject:** RE: Question

Hi there –

Please contact Sandy Walsh, Bessy Guevara and Jill Wasserman.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Johnson, Elise (FDA) <[Elise.Johnson@fda.hhs.gov](mailto:Elise.Johnson@fda.hhs.gov)>  
**Sent:** Friday, June 2, 2023 1:24 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** RE: Question

Hi and Happy Friday!

I'm just circling back to you to see if you've found out any information?

Thank you,  
Elise

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, June 1, 2023 3:10 PM  
**To:** Johnson, Elise (FDA) <[Elise.Johnson@fda.hhs.gov](mailto:Elise.Johnson@fda.hhs.gov)>  
**Subject:** RE: Question

Hi Elise –

I will find out and let you know.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Johnson, Elise (FDA) <[Elise.Johnson@fda.hhs.gov](mailto:Elise.Johnson@fda.hhs.gov)>

**Sent:** Thursday, June 1, 2023 3:05 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** FW: Question

Good afternoon Kristin,

I was asked to find out who manages the site on the link I provided below to Catherine. Since you created the page, can you let me know who would clear new content if an FDA staff member is interested in posting on that page?

Thank you,  
Elise

---

**From:** Ng, Catherine <[Catherine.Ng@fda.hhs.gov](mailto:Catherine.Ng@fda.hhs.gov)>

**Sent:** Thursday, June 1, 2023 2:25 PM

**To:** Johnson, Elise (FDA) <[Elise.Johnson@fda.hhs.gov](mailto:Elise.Johnson@fda.hhs.gov)>

**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** RE: Question

Good afternoon Elise,

I am fine. Hope you are doing well! I don't know the contact person of the <https://www.fda.gov/news-events/rumor-control>, but Shazor, Kristin [Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov) is the one who created the page.

Hope this can help you.

Have a nice day!

Catherine

---

**From:** Johnson, Elise (FDA) <[Elise.Johnson@fda.hhs.gov](mailto:Elise.Johnson@fda.hhs.gov)>

**Sent:** Thursday, June 1, 2023 1:22 PM

**To:** Ng, Catherine <[Catherine.Ng@fda.hhs.gov](mailto:Catherine.Ng@fda.hhs.gov)>

**Subject:** Question

Good afternoon Catherine,

I hope you've been well. Can you let me know who to reach out to about the following link as I'd like a point of contact: <https://www.fda.gov/news-events/rumor-control>

Thank you,  
Elise

**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Walsh, Sandy](#); [Cristinzio, Dayle](#); [Felberbaum, Michael](#); [Guevara, Bessy](#); [CombatMisinfoGroup](#)  
**Subject:** RE: Reminder: Rumor Control page review  
**Date:** Monday, May 1, 2023 10:34:52 AM  
**Attachments:** [image001.png](#)  
[image008.png](#)  
[image014.png](#)

---

Yes, I remember the discussion... [REDACTED] (b) (5)

[REDACTED] I might be the only one who see that link... LOL!

Since we don't have a way for reporting misinformation, [REDACTED] (b) (5)

My two pesos

Anyway, I will still check with the Health Fraud team to see they are handling misinformation reports and get back to the team.

Thanks,

Gloria

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Monday, May 1, 2023 10:00 AM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** RE: Reminder: Rumor Control page review

Hi, you are correct, I recall our group discussion about the fact that FDA does not have personnel or capacity to handle reporting of misinformation directly, which is a bigger capability that the agency doesn't currently have. [REDACTED] (b) (5)

[REDACTED] our conclusion was that the agency doesn't have a way to report misinformation at this time.

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Monday, May 1, 2023 9:53 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Guevara, Bessy

<[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** Re: Reminder: Rumor Control page review

Got it. At the moment, there is not a way for the public to report misinformation about the FDA regulated products to the agency.

The closest thing is the OCI reporting portal for fraudulent sales of medical products in the web <https://www.fda.gov/safety/report-problem-fda/reporting-unlawful-sales-medical-products-internet>

I will check with the health fraud team if there is other way.

Still, we need to update this page, and I am working with Dayle's team to do it.

Gloria

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Monday, May 1, 2023 9:05:47 AM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** RE: Reminder: Rumor Control page review

Hi,

That reporting portal is for side effects/safety concerns and problems with products, not for misinformation. [REDACTED]

(b) (5)

Sandy

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**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Friday, April 28, 2023 3:43 PM

**To:** Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** Re: Reminder: Rumor Control page review

Please consider adding a link to the YouTube video playlist and making the videos downloadable in Flickr to amplify their dissemination.

Also, are we still adding a link to [REDACTED] (b) (5)

[REDACTED] ?

Thank you,

Gloria

Gloria

---

**From:** Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>

**Sent:** Friday, April 28, 2023 3:33:34 PM

**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** RE: Reminder: Rumor Control page review

I think it looks great too. And love the video.

**Dayle Lewis Cristinzio (she, her, hers)**

Director, Stakeholder Engagement

Office of External Affairs

U.S. Food and Drug Administration

(t) 301.796.8898 | (m) [REDACTED] (b) (6)

[dayle.cristinzio@fda.hhs.gov](mailto:dayle.cristinzio@fda.hhs.gov)



---

**From:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>

**Sent:** Friday, April 28, 2023 12:09 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>

**Subject:** RE: Reminder: Rumor Control page review

All of this looks great!

**Michael Felberbaum (he/him/his)**

*Assistant Commissioner for Media Affairs*

Office of Media Affairs

Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-9548 / Cell: [REDACTED] (b) (6)

[michael.felberbaum@fda.hhs.gov](mailto:michael.felberbaum@fda.hhs.gov)





---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, April 28, 2023 11:35 AM  
**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** Reminder: Rumor Control page review

Good morning,

This is a friendly reminder to provide me your feedback on the Rumor Control page by **COB today**. I plan to demo to OEA leadership next week.

**Link:** [Rumor Control revamped page](#).

Thank you,

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Guevara, Bessy  
**Sent:** Tuesday, April 25, 2023 5:34 PM  
**To:** CombatMisinfoGroup <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Subject:** Notes from today's meeting

Team,

Please see the summary of notes from today's meeting below.

I. Trending Issues / Hot Topics

- a. Following last week's rollout on the bivalent vaccines amended EUAs, OMA has received numerous fact check requests. Mainly, there is a lot of misinformation online noting that the reason the monovalent vaccine is no longer authorized is because it's

unsafe or not effective.

- b. OECS/Social will work with Abby/OMA to clear language to upload to fda.gov and use to push back on social media.

II. Rumor Control revamped page demo

- a. Dayle would like to promo the page at FDLI May 17-18. Will work with OECS to develop fact sheet or something similar to share with attendees.
- b. Bessy will socialize with leadership to develop rollout plan.

**Action:** Please review the [Rumor Control revamped page](#) and provide feedback by **COB Friday, April 28.**

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Pearson, Antewann](#)  
**To:** [Shazor, Kristin](#); [Staton, Anna](#); [Henriques, Maria](#)  
**Cc:** [Mulieri, Chris](#); [Walsh, Sandy](#); [Leggin, Brooke](#); [Morris, Steven](#); [Saghafi, Michelle](#); [Wolf, Ailis \\*](#); [Owens, Damian \\*](#)  
**Subject:** Re: Replacing Rumor Control content  
**Date:** Tuesday, June 13, 2023 2:50:00 PM  
**Attachments:** [image002.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)  
[GettyImages-1316005421.jpeg](#)

---

Hi Kristin,

The requested image is attached with this email.

## Antewann Pearson, MPS

*Visual Information Specialist*

**Office of Editorial and Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-837-7412 | Cell: (b) (6)

[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)



---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>

**Date:** Tuesday, June 13, 2023 at 1:28 PM

**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>, Henriques, Maria <Maria.Henriques@fda.hhs.gov>

**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>, Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>, Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>, Morris, Steven <Steven.Morris@fda.hhs.gov>, Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>, Saghafi, Michelle <Michelle.Saghafi@fda.hhs.gov>, Wolf, Ailis \* <Ailis.Wolf@fda.hhs.gov>, Owens, Damian \* <Damian.Owens@fda.hhs.gov>

**Subject:** RE: Replacing Rumor Control content

Yes, please

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>

**Sent:** Tuesday, June 13, 2023 1:06 PM

**To:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>;  
Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>;  
Pearson, Antewann <Antewann.Pearson@fda.hhs.gov>; Saghafi, Michelle  
<Michelle.Saghafi@fda.hhs.gov>; Wolf, Ailis \* <Ailis.Wolf@fda.hhs.gov>; Owens, Damian \*  
<Damian.Owens@fda.hhs.gov>

**Subject:** RE: Replacing Rumor Control content

Do you need the full file for this image? (Sorry, I don't have access to the links below so I can't see.)



---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Sent:** Tuesday, June 13, 2023 1:02 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>;  
Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Subject:** RE: Replacing Rumor Control content

Hi, Kristin. I don't have the image (am filling in for Brooke, who probably does but is on leave until next week).

Am adding Anna in case her team has the image.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Tuesday, June 13, 2023 12:59 PM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>;  
Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Subject:** RE: Replacing Rumor Control content

Hi Maria –

The page has been edited but the image size doesn't match the others –

<http://wcms-internet.fda.gov/news-events/rumor-control/edit>

<http://wcms-internet.fda.gov/news-events/rumor-control/control-de-rumores/edit>

Do you have the file of the image? I don't have the full image just the cropped one and a resized one.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Sent:** Tuesday, June 13, 2023 10:40 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>;

Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Subject:** RE: Replacing Rumor Control content

Thanks, Kristin. Much appreciated. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Tuesday, June 13, 2023 10:35 AM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: Replacing Rumor Control content

Hi Maria –

I will work on getting this done today.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Sent:** Monday, June 12, 2023 10:10 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: Replacing Rumor Control content

Good morning, Kristin.

Just checking in on this request. I know you were in training last week, so just wanted to flag this for when you have a chance.

Please keep me posted. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** Henriques, Maria

**Sent:** Wednesday, June 7, 2023 12:48 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** Replacing Rumor Control content

Hi, Kristin.

While she is out, Brooke asked me to follow-up with you about replacing the Vaccines CU in the Health Information section of Rumor Control with a link to the Bivalent Vaccines page.

So, instead of:

**Health Information For You**



Please post:

*Image:*

This is the image we used previously on the homepage, it is already in the WCMS



*Text:*

Bivalent COVID-19 Vaccines Provide Broad Protection Against COVID-19

*Link:*

<https://www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/covid-19-bivalent-vaccines>

Please let me know if you have any questions. Thank you for your help. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)





**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Walsh, Sandy](#); [Cristinzio, Dayle](#); [Fritsch, Beth F.](#)  
**Cc:** [Guevara, Bessy](#); [Leggin, Brooke](#)  
**Subject:** RE: Reporting Problems to FDA  
**Date:** Tuesday, April 11, 2023 10:48:59 AM  
**Attachments:** [image002.png](#)  
[image007.png](#)  
[image008.png](#)

---

Hi Dayle,  
Hope all is well. Just checking if you were able to look at these pages and decide about the translation?  
Thank you,  
Gloria

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, March 22, 2023 12:51 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Fritsch, Beth F. <[Beth.Fritsch@fda.hhs.gov](mailto:Beth.Fritsch@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Reporting Problems to FDA  
Gloria Dayle mentioned to me that they are aware of the multiple places on FDA.gov that you can find to “report problems” and that they are all similar but different and they have a group working on streamlining this information all into one place.  
Beth/Dayle is that correct? And is there a plan in place to get it translated?  
Thanks.  
Sandy

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Monday, March 20, 2023 11:44 AM  
**To:** Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>; Fritsch, Beth F. <[Beth.Fritsch@fda.hhs.gov](mailto:Beth.Fritsch@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** Reporting Problems to FDA  
Hi Dayle and Beth,  
Hope all is well. I am working with Sandy, Bessy, and a small team on the revamp of the Rumor Control page. We have discussed to add a link at the bottom to this page: [Report a Problem to the FDA | FDA](#), which I think it belongs to you. Is this page up to date? I would like to translate it. Also, it seems this page belongs to you too: [How Consumers Can Report an Adverse Event or Serious Problem to FDA | FDA](#). This looks like a duplication, and it has not been updated since 2018. Should this page be retired? If so, should the Spanish page be updated with the version above?

Thank you,

**Gloria Sánchez-Contreras (she/her/hers)**

*International Press Officer*

*Multicultural Communications Lead*

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-796-7686 / Cell: (b) (6)

[gloria.sanchez-contreras@fda.hhs.gov](mailto:gloria.sanchez-contreras@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Guevara, Bessy](#); [Shazor, Kristin](#); [Staton, Anna](#); [Leggin, Brooke](#)  
**Cc:** [Mulieri, Chris](#)  
**Subject:** RE: Rumor control - Detailed Description  
**Date:** Wednesday, May 10, 2023 10:28:26 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

Looks good with Bessy's edits. Thanks.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Wednesday, May 10, 2023 10:24 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor control - Detailed Description

Good morning,

In recent comms, OCC has asked [REDACTED] (b) (5). My suggested edits below.

[REDACTED] (b) (5)  
[REDACTED]

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: [REDACTED] (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, May 9, 2023 4:47 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Rumor control - Detailed Description

Hi all,

Here is the **current** detailed description for the page:

FDA helps the public distinguish between rumors and facts.

Here is the **revised** detailed description:

[REDACTED] (b) (5)  
[REDACTED]

Please review and share comments.

Thanks,

**Kristin V. Shazor, MSHA**

*Technical Information Specialist*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 202-527-5006

[kristin.shazor@fda.hhs.gov](mailto:kristin.shazor@fda.hhs.gov)



**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Shazor, Kristin](#); [Kimberly, Brad](#); [Guevara, Bessy](#); [Walsh, Sandy](#); [Leggin, Brooke](#); [Henriques, Maria](#); [Staton, Anna](#); [Mulieri, Chris](#); [Thorpe, Valarie](#)  
**Subject:** RE: Rumor Control Check-In  
**Date:** Tuesday, April 25, 2023 10:21:29 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)

---

Good morning,

I will catch up with the Spanish edits today.

Thank you,

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, April 25, 2023 8:59 AM  
**To:** [Kimberly, Brad](mailto:Brad.Kimberly@fda.hhs.gov) <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; [Guevara, Bessy](mailto:Bessy.Guevara@fda.hhs.gov) <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; [Walsh, Sandy](mailto:Sandy.Walsh@fda.hhs.gov) <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; [Leggin, Brooke](mailto:Brooke.Leggin@fda.hhs.gov) <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; [Henriques, Maria](mailto:Maria.Henriques@fda.hhs.gov) <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; [Staton, Anna](mailto:Anna.Staton@fda.hhs.gov) <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; [Mulieri, Chris](mailto:Charles.Mulieri@fda.hhs.gov) <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; [Thorpe, Valarie](mailto:Valarie.Thorpe@fda.hhs.gov) <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; [Sanchez-Contreras, Gloria](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov) <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Check-In

There wasn't an embed code for the short video with those dimensions so I had to use the watch link to get an embed code in order to add it to the page. I can try to alter the size in the hard code and see if that will fix it.

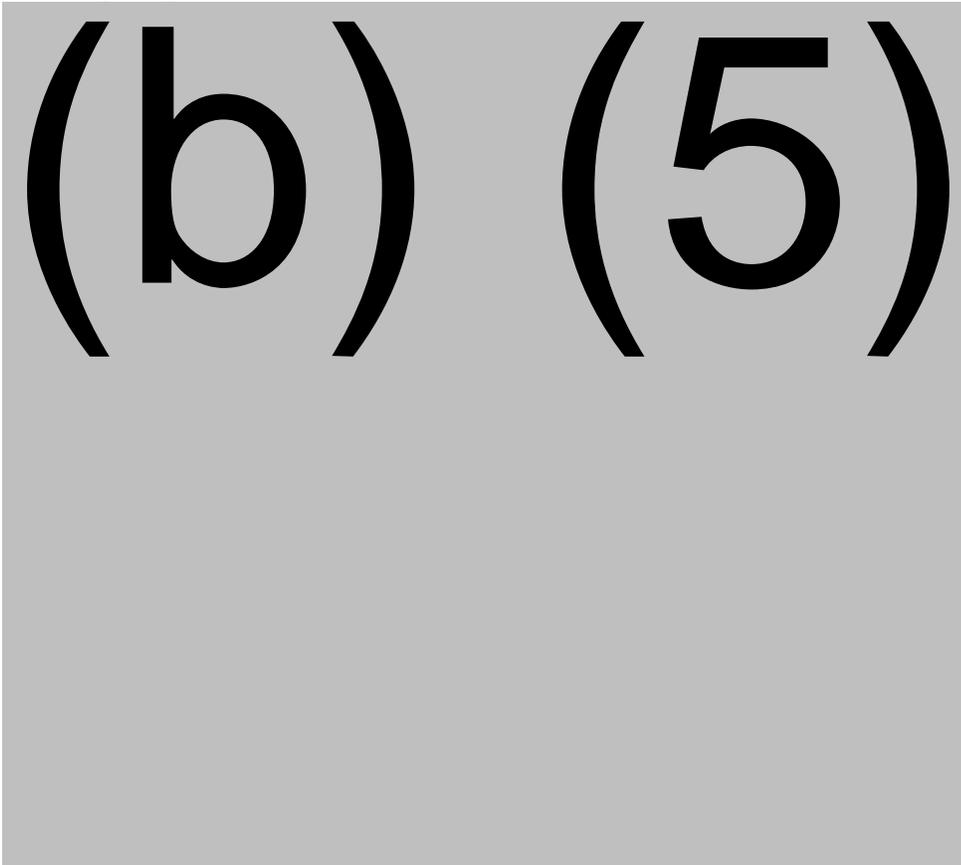
**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** [Kimberly, Brad](mailto:Brad.Kimberly@fda.hhs.gov) <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Tuesday, April 25, 2023 8:48 AM  
**To:** [Guevara, Bessy](mailto:Bessy.Guevara@fda.hhs.gov) <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; [Walsh, Sandy](mailto:Sandy.Walsh@fda.hhs.gov) <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; [Leggin, Brooke](mailto:Brooke.Leggin@fda.hhs.gov) <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; [Henriques, Maria](mailto:Maria.Henriques@fda.hhs.gov) <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; [Staton, Anna](mailto:Anna.Staton@fda.hhs.gov) <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; [Mulieri, Chris](mailto:Charles.Mulieri@fda.hhs.gov) <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; [Thorpe, Valarie](mailto:Valarie.Thorpe@fda.hhs.gov) <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; [Shazor, Kristin](mailto:Kristin.Shazor@fda.hhs.gov) <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; [Sanchez-Contreras, Gloria](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov) <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Check-In

Only one note from me. Those videos are 9x16 verticals. Can we get the YouTube module to be

vertical? It looks like the dimensions are strictly defined in the code as horizontal. So, to make that change might require the top section to reflow. Here's the proposal...



**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services  
Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Tuesday, April 25, 2023 8:36 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;

Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** Rumor Control Check-In

Good morning,

I plan to demo the Rumor control page to rest of the misinfo working group today. Please let me know if you have any concerns and we can hold until next week.

<http://wcms-internet.fda.gov/news-events/rumor-control/latest>

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Felberbaum, Michael](#)  
**To:** [Jefferson, Erica](#); [Staton, Anna](#); [Rebello, Heidi](#); [Walsh, Sandy](#); [Mulieri, Chris](#); [Cristinzio, Dayle](#)  
**Subject:** RE: Rumor Control coverage  
**Date:** Monday, August 8, 2022 9:00:51 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)  
[image014.png](#)

---

From what I saw, only two trade press reporters – from Agency IQ and Pink Sheet.

---

**From:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>  
**Sent:** Monday, August 8, 2022 8:52 AM  
**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>  
**Subject:** RE: Rumor Control coverage

Anyone of note, Michael?

**Erica V. Jefferson** (she/her)  
Associate Commissioner for External Affairs  
**U.S. Food and Drug Administration**  
Tel: 240-702-3994  
[erica.jefferson@fda.hhs.gov](mailto:erica.jefferson@fda.hhs.gov)



Executive Assistant: [Kristen.Tugwell@fda.hhs.gov](mailto:Kristen.Tugwell@fda.hhs.gov) (temporary)



---

**From:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>  
**Sent:** Monday, August 8, 2022 8:47 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>  
**Subject:** RE: Rumor Control coverage

Glad to see the coverage! Flagging that I did see some convo on social criticizing the title of the page.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Monday, August 8, 2022 8:15 AM

**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>;

Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>;

Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Cristinzio, Dayle

<[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>

**Subject:** Rumor Control coverage

Just making sure you saw this:

## US FDA Commissioner Califf Takes On Misinformation, Starting With ‘Rumor Control’

- 05 Aug 2022
- **NEWS**

[Sue Sutter@PinkSheetSutter](mailto:Sue.Sutter@PinkSheetSutter) [sue.sutter@informa.com](mailto:sue.sutter@informa.com)

### Executive Summary

Agency leader expects to spend about a year developing a strategy to combat misinformation. On 5 August, the agency unveiled what appears to be an early component of the initiative – a web page titled Rumor Control, with facts about the safety and components of COVID-19 vaccines.

US Food and Drug Administration Commissioner Robert Califf expects to spend about a year developing a strategy to combat medical product misinformation, an effort that will involve public meetings.

At recent events sponsored by Health Affairs and the Alliance for Health Policy, Califf talked about addressing misinformation as one of his overarching priorities, and one for which he put a stake in the ground in his first days as commissioner. (Also see "[Califf Kicks Off Commissionership With Pledge To Counter Misinformation](#)" - Pink Sheet, 17 Feb, 2022.)

Although his vision is far from fleshed out, Califf seems interested in measures that go beyond the FDA and government agencies, including potentially a community-wide effort to establish a cadre of people tasked with countering misinformation.

Misinformation is a complex issue requiring a lot of attention, Califf said. Although it has long been a challenge for the medical products industry, the problem has grown significantly during the COVID-19 pandemic.

### Rumor Control: COVID-19 Facts

- No, the Moderna COVID-19 vaccine does not contain pesticides.
- Yes, pregnant and breastfeeding people can receive a COVID-19 vaccine.
- Yes, all COVID-19 vaccines are free from metals, eggs, latex and gelatin.
- No, COVID-19 vaccines don't cause monkeypox or COVID-19.

"I've argued that we're actually losing the battle on misinformation right now, evidenced by the vast number of Americans who have not been vaccinated or not gotten up-to-date boosting when the evidence is so clear that it's life-saving and prevents serious illness," Califf said.

### **Rumor Control**

On 5 August, the FDA unveiled what appears to be an early component of the misinformation strategy - a web [page](#) titled Rumor Control. It contains factual statements, with supporting evidence, about the safety and components of COVID-19 vaccines. (See *box*.)

"The growing spread of rumors, misinformation and disinformation about science, medicine, and the FDA, is putting patients and consumers at risk," the page states. "We're here to provide the facts." It urges readers to stop rumors from spreading by:

- Don't believe the rumors;
- Don't pass them along; and
- Get health information from trusted sources like the FDA and its government partners, such as [usa.gov/health](https://www.usa.gov/health), [coronavirus.gov](https://www.coronavirus.gov) and [vaccines.gov](https://www.vaccines.gov).

### **Evolution In Information Flow**

Califf, a cardiologist, said he started studying the issue of misinformation early in his career because he found it striking that in cardiovascular disease a clinical trial would show definitive benefits, saving lives in the process, and it still took years to convince everyone to use this proven approach. Even then, there were still naysayers often saying untruthful things, he said.

His interest in the topic was further influenced by his job at [Alphabet Inc.](#)'s [Verily](#) life sciences company, where got to see the global reach of technology. He joined Verily after his first stint as FDA commissioner.

*"Everyone has access, almost everyone has a cell phone, and the minute something is said by the FDA, for example, there's an avalanche of conflicting, differing opinions."* – FDA's Robert Califf

He cited the advent of digital technologies as "the real crux" of the misinformation problem.

"In the good old days ... when I was a busy cardiologist, there was a hierarchy of information transmission," he said. "Companies developed products. They did their trials. The FDA adjudicated. The label was set. The continuing education and the promotion was done under the watchful eye of the FDA to learned intermediaries, the practitioners, and then the patients were at the end of that funnel."

"Now, of course, we now know that many, many people were completely left out of that system and didn't have access to the clinicians," Califf said. "But now everyone has access, almost everyone has a cell phone, and the minute something is said by the FDA, for example, there's an avalanche of conflicting, differing opinions."

He cited the challenges of dealing with the "Twitterati," or academics who express their disagreements with the agency through social media.

This group includes "many of my friends, who if they agreed with 95% of what the FDA said would only talk about the other 5%," he said. "Because it's understandable in academia, that's the interesting part of it. But if you're an average primary care physician or nurse practitioner or layperson, that's got to be confusing."

"I think if we look at the vaccination problems we're having now and the difficulties with giving antivirals to people that need it, a lot of it, I think, is because there's just way too much information and not a way to navigate it."

### **'A Federal Agency Is Not the Place to Solve the Problem'**

Califf said he has talked to many experts on this topic.

“No one that I’ve found has a solution that they think will be successful at this point. And so what they all agree to is that number one, the most effective way to counter misinformation is with a human interaction. And secondly, a federal agency is not the place to solve the problem, because there's so much mistrust.”

“We’ve got to build an ecosystem of people who are dedicated to reliable, useful information and willing to spend time on it. That's what I think.”

Califf suggested the need to establish a network of people akin to fact checkers – individuals devoted to reliable truthful information who work to overcome misinformation on a personal basis.

“I'm hoping to spend about a year developing a strategy, which is what I think it's going to take. Stay tuned. There'll be some public meetings about it,” he said.

Califf previously has suggested that releasing information related to complete response letters could help to fight misinformation. (Also see "[US FDA’s Califf Says Publishing Complete Response Letters Could Help Fight Misinformation](#)" - Pink Sheet, 26 Apr, 2022.)

### **In a Pandemic, Politics and Science Will Mix**

During the Health Affairs event on 3 August, editor-in-chief Alan Weil asked about the focus on misinformation and disinformation “in the context of what from the outside certainly seem to be political interference in the FDA processes in an earlier period,” and how that experience “makes it really hard to then convince people that information from certain sources is credible and not from others.”

Concerns about political interference in FDA’s work to combat COVID-19 were rife during the Trump Administration but also have been an issue under President Biden.

*“I think it's also a mistake to presume in something like a pandemic that politics and evidence can be just totally separate.” – FDA’s Robert Califf*

The FDA, under former commissioner Stephen Hahn, has been criticized for bowing to political pressure from the Trump Administration in granting emergency use authorizations for hydroxychloroquine and convalescent plasma. (Also see "[Plasma Authorization Raises Fears Of Politically-Influenced COVID-19 Vaccine Decisions, Compromised FDA](#)" - Pink Sheet, 24 Aug, 2020.)

The agency revoked the hydroxychloroquine EUA after several months and went on to considerably limit the breadth of the convalescent plasma authorization as new data came in. (Also see "[Hydroxychloroquine EUA Is First Rx Victim Of Hahn’s ‘Move Fast, Course Correct’ Philosophy](#)" - Pink Sheet, 15 Jun, 2020.)

However, the agency withstood political pressure to ditch its requirement for two months of median safety follow-up for COVID-19 vaccines before emergency use authorization. (Also see "[US FDA’s Two-Month Safety Window For COVID Vaccines Based On Adverse Events In Other Products](#)" - Pink Sheet, 28 Sep, 2020.)

The FDA’s vaccines EUA guidance was released in conjunction with advisory committee briefing materials despite White House objections that the recommendations would unduly delay vaccine availability. (Also see "[Transparency, And A Mirror: US FDA Advice On COVID-19 Vaccine EUAs Finally Published – Twice](#)" - Pink Sheet, 6 Oct, 2020.)

Under the Biden Administration, the White House repeatedly has been seen as getting out ahead of the FDA, and the science, with its views on the need for booster doses for various populations. (Also see "[US COVID-19 Vaccine Booster Plan Also Boosts Pressure On FDA](#)" - Pink Sheet, 18 Aug, 2021.)

The pressure led to the resignation of two of the FDA’s top vaccine officials. (Also see "[Biden’s Trump Moment? COVID Booster Messaging Complicated After Top FDA Scientists Raise Doubts](#)" -

Pink Sheet, 13 Sep, 2021.)

Addressing the issue of political interference, Califf said his job as commissioner and a political appointee is largely to protect the FDA's civil service employees so they can perform their roles without bias or interference.

"But I think it's also a mistake to presume in something like a pandemic that politics and evidence can be just totally separate," Califf said.

Weil asked whether the FDA could do a better job of explaining that following the science does not actually answer every question because one has to make value judgments along the way, but also that scientific processes must be followed in order to get answers.

"If you don't follow the principles that are known, you're not likely to get a reliable answer, and we need those," Califf said. "But I would just add ... in a pandemic, things are very different. Because in the world I grew up in, in cardiology, you did the trials, you got the results, and then you applied the results in the form of using the product. In a pandemic, if you wait to have the answer, the problem has already washed over you."

"And so you are making an educated guess to try to get one step ahead of the pandemic. And then it is opinion. And that's where the politics become difficult because let's don't forget the funding of science is a political issue," Califf said. "Congress allocates the money. And if you don't have the funding, for example, to develop the next vaccine, it doesn't matter what your scientific principles are. You can't do it."

[\(Return to Top\)](#)

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Mulieri, Chris](#)  
**To:** [Guevara, Bessy](#); [Walsh, Sandy](#)  
**Cc:** [Shazor, Kristin](#)  
**Subject:** RE: Rumor Control Demo  
**Date:** Monday, May 1, 2023 11:22:44 AM  
**Attachments:** [image001.png](#)

---

Thank you Bessy.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, May 1, 2023 11:19 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Demo

Good morning!

I'm sending a meeting invite for Wed. at 12:30 p.m. You will be invited as optional if you wish to attend the demo.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, April 28, 2023 9:50 AM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Demo

If you are Kristin could, that would be great. I feel like it's a group effort and TBH Bessy you know it so intimately!

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Friday, April 28, 2023 9:48 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** Rumor Control Demo

Sandy/Chris,

Heidi requested I schedule a demo with her/Erica of the Rumor Control page. I'm happy to work to schedule. Did either of you want to demo? Want me? Kristin?

Let me know.

Thanks.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Walsh, Sandy](#)  
**Subject:** RE: Rumor Control Editorial Calendar  
**Date:** Thursday, May 4, 2023 9:43:00 AM  
**Attachments:** [image001.png](#)

---

Jill since she's filling in for Bessy [REDACTED] (b) (6)?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, May 4, 2023 9:40 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Editorial Calendar

Yes but let me ask Bessy if anyone else needs to be in there. Standby.

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Thursday, May 4, 2023 9:39 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Editorial Calendar

Sounds great! So a meeting for the 4 of us?

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, May 4, 2023 9:34 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** Rumor Control Editorial Calendar

Hi Brooke, can I ask you to help take the lead, with Bessy and Kristin, to put together the editorial calendar for rumor control page?

I'd like to get a meeting set up for early next week.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

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Office: 301-796-4669

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[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Shazor, Kristin](#)  
**To:** [Walsh, Sandy](#); [Guevara, Bessy](#); [Staton, Anna](#); [Leggin, Brooke](#)  
**Subject:** RE: rumor control follow up  
**Date:** Tuesday, May 9, 2023 4:39:34 PM  
**Attachments:** [image001.png](#)

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That's great, thanks!

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, May 9, 2023 4:26 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** rumor control follow up

Michael F. is fine with adding the Rumor Control page where there currently is "Public Health Focus" in the middle white section of this page: <https://www.fda.gov/news-events>

**Sandy Walsh**  
*Director*  
Office of Editorial and Creative Services  
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Office: 301-796-4669  
Mobile: (b) (6)  
[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Morris, Steven](#); [Staton, Anna](#)  
**Cc:** [Walsh, Sandy](#)  
**Subject:** RE: Rumor Control graphics  
**Date:** Tuesday, May 16, 2023 9:14:34 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)  
[image015.png](#)  
[image016.png](#)  
[image017.png](#)  
[image018.png](#)  
[image019.png](#)

---

Perfect! Thanks, Steve

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 9:14 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Re: Rumor Control graphics

Here is the resized image Maria.

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 [REDACTED] (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)





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**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Date:** Tuesday, May 16, 2023 at 9:11 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Rumor Control graphics

Yes, the main image. I'm not sure on the size. It would be the same as for CUs, etc.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 9:05 AM  
**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Rumor Control graphics

Do you mean this image Maria? Do we know the sizing for the main image in Gov Delivery?

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 9:03 AM  
**To:** Henriques, Maria [Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov); Staton, Anna [Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)  
**Cc:** Walsh, Sandy [Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)  
**Subject:** Re: Rumor Control graphics

Hi Maria,

Here is the resized banner graphic.

Thanks,

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Date:** Tuesday, May 16, 2023 at 8:58 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Rumor Control graphics

No worries. Steve please send me the main image sized for GovD.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Tuesday, May 16, 2023 8:29 AM

**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Rumor Control graphics

So Steve doesn't have access to the GovDelivery account. We'll need to go with plan B today. Steve

can meet up with Nicole soon to get this sorted out for future postings. Sorry!

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 6:36 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Rumor Control graphics

Hi. Plan B is to use the standard FDA template (attached).

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
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[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 8:31 PM  
**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** Re: Rumor Control graphics

Okay I like the one with the integrated QR code. Hopefully you can talk to Nicole tomorrow morning.

Maria, if we can't talk to Nicole in time do you have a plan B?

Get [Outlook for iOS](#)

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 6:43:50 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** Re: Rumor Control graphics

Haven't heard back from Nicole, but found this on the GovDelivery site. [Banner size](#)

Here is a couple of drafts of the graphic for review.

Thanks,

--

**Steve Morris** (he/him)

Visual Information Specialist

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Date:** Monday, May 15, 2023 at 3:11 PM  
**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Rumor Control graphics

I was hoping we could just use Damian's email banner image and resize if needed to create the template?

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 3:10 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Re: Rumor Control graphics

Am I using the same info that is in the banner sample Damian did?

--

**Steve Morris** (he/him)

Visual Information Specialist

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U.S. Food and Drug Administration  
Tel: (301) 837-7423 (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)





---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Date:** Monday, May 15, 2023 at 3:06 PM

**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Rumor Control graphics

Thank you!!

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Sent:** Monday, May 15, 2023 3:04 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** Re: Rumor Control graphics

Just sent her an email.

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services

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Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Date:** Monday, May 15, 2023 at 3:02 PM

**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Rumor Control graphics

Hey Steve,

Since this is rolling out tomorrow morning can you contact Nicole now please?  
Sorry!

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 3:01 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Re: Rumor Control graphics

Thank you Maria.

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Date:** Monday, May 15, 2023 at 3:00 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Rumor Control graphics

Nicole Hollis is the GovD guru.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 2:59 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** FW: Rumor Control graphics

Hey Maria, this is a new task for us . Any idea who we can talk to about the dimensions?

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 2:57 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>  
**Subject:** Re: Rumor Control graphics

Sure, I can work on this. Do you have the dimensions needed for GovDelivery?

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: (301) 837-7423 [REDACTED] (b) (6)  
[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Date:** Monday, May 15, 2023 at 2:46 PM  
**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>, Pearson, Antewann <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>  
**Subject:** FW: Rumor Control graphics

Are either of you able to create GovDelivery templates? I wasn't sure. Apparently Michael E. did this in the past and I didn't know that.

---

**From:** Staton, Anna  
**Sent:** Monday, May 15, 2023 2:31 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Owens, Damian \* <[Damian.Owens@fda.hhs.gov](mailto:Damian.Owens@fda.hhs.gov)>; Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** FW: Rumor Control graphics

Hi there,  
Do these work for the email header and Gov Delivery graphics or do you want the text adjusted?  
Thanks,  
Anna

---

**From:** Staton, Anna  
**Sent:** Monday, May 15, 2023 9:41 AM  
**To:** Owens, Damian \* <[Damian.Owens@fda.hhs.gov](mailto:Damian.Owens@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** Rumor Control graphics

Love the use of the QR code! Sandy, thoughts? Do we need to delete "address" though?

---

**From:** Owens, Damian \* <[Damian.Owens@fda.hhs.gov](mailto:Damian.Owens@fda.hhs.gov)>  
**Sent:** Monday, May 15, 2023 9:34 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Wolf, Ailis \* <[Ailis.Wolf@fda.hhs.gov](mailto:Ailis.Wolf@fda.hhs.gov)>  
**Subject:** Re: Check in on Rumor Control graphics

Here are the drafts Anna. Let me know if you need edits.

Thanks!

**Damian Owens (he/him)**

*Multimedia Specialist*

Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 301-796-8229  
[damian.owens@fda.hhs.gov](mailto:damian.owens@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Leggin, Brooke](#); [Guevara, Bessy](#); [Staton, Anna](#)  
**Cc:** [Henriques, Maria](#)  
**Subject:** Re: Rumor Control homepage concept  
**Date:** Friday, May 12, 2023 4:59:59 PM  
**Attachments:** [image002.png](#)

---

(b) (5)

Thanks have a great weekend everyone!

Sandy Walsh

---

**From:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Sent:** Friday, May 12, 2023 4:46:30 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** RE: Rumor Control homepage concept

I thought you had a good point, and wondered (b) (5)

---

**From:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Sent:** Friday, May 12, 2023 4:28 PM  
**To:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** Re: Rumor Control homepage concept

I'm fine with (b) (5) Brooke. (b) (5)" works too per your comment to me yesterday.

Sandy Walsh

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](#)>  
**Sent:** Friday, May 12, 2023 4:12:16 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](#)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](#)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](#)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](#)>  
**Subject:** RE: Rumor Control homepage concept

This, but Sandy, (b) (6), (b) (5), which is fine, but that language is already on the RC page.

### **Stop the Spread of Misinformation**

You can help. Get the **latest facts checks** from the FDA. **Stop** the spread of false rumors, and share the facts with your loved ones.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Friday, May 12, 2023 4:00 PM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Rumor Control homepage concept

I concur.

What were you thinking for the title?

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Sent:** Friday, May 12, 2023 3:17 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Rumor Control homepage concept

Anna and I thought this image might work – Bessy and Maria – what do you think?



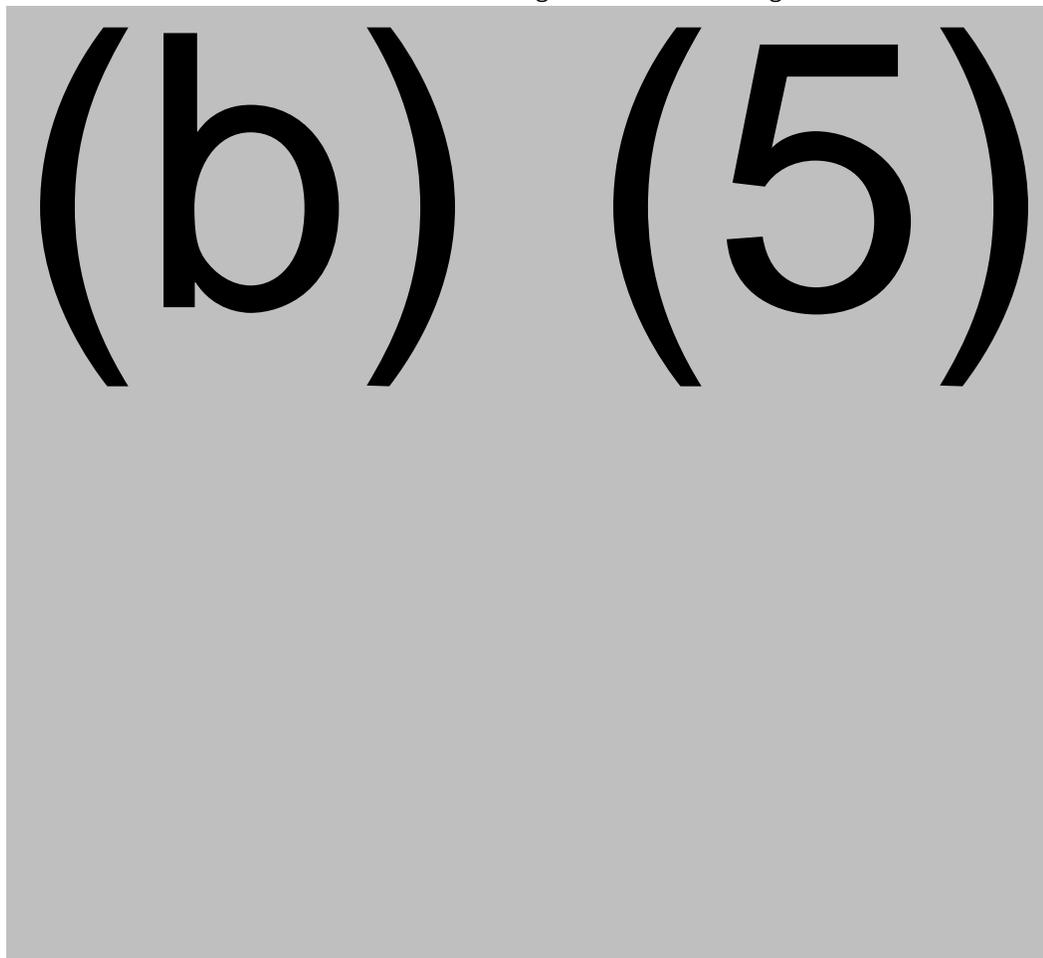
---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Thursday, May 11, 2023 5:37 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Rumor Control homepage concept

Want me to see if we can find something similar to this image?



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, May 11, 2023 5:21 PM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;  
Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Cc:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Rumor Control homepage concept

To me that person looks more like she's working. But yes someone scrolling thru their phone or looking at a computer fits IMHO. I don't want to promise [REDACTED] (b) (5) [REDACTED]. A few suggestions below:



---

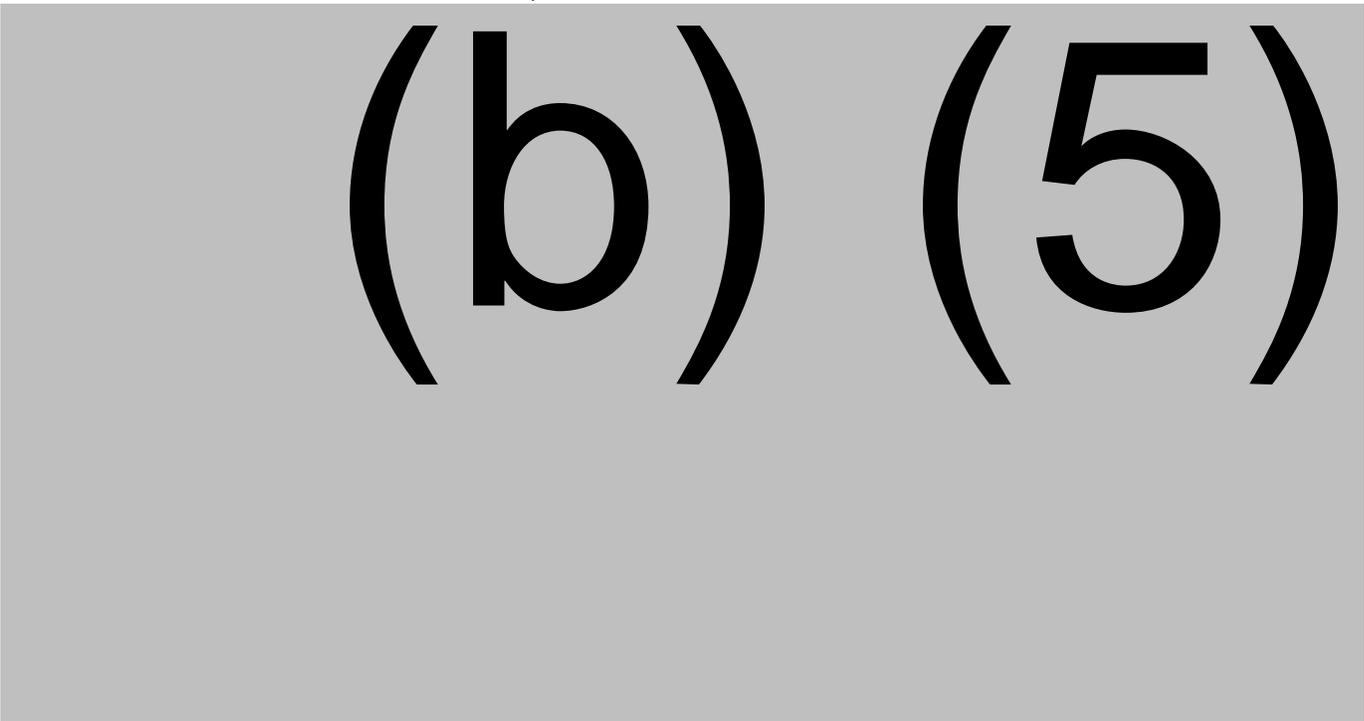
**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Sent:** Thursday, May 11, 2023 5:14 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Rumor Control homepage concept

What about something like this for the homepage to promote the Rumor Control launch? I feel like there's TONS of concepts we could use, this is just the first thing I found that I actually liked. And of course we can edit this text however you like.



(b) (5)

**Brooke Leggin, MPH** *(she/her)*

Writer/Editor

**U.S. Food and Drug Administration**

Direct Line: (b) (6) (work cell phone)

Email: [brooke.leggin@fda.hhs.gov](mailto:brooke.leggin@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Guevara, Bessy](#)  
**Subject:** RE: rumor control info on vaccines  
**Date:** Wednesday, April 19, 2023 1:52:00 PM  
**Attachments:** [image001.png](#)

---

Thanks much.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 1:43 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: rumor control info on vaccines

Here you go!

[Covid rumors FINAL 032123.docx](#)

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Wednesday, April 19, 2023 1:42 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** rumor control info on vaccines

Hi, Bessie. Please send me the latest version of the rumor control info on vaccines. I need to check what we say about “boosters” since the announcement this week, and so we have the latest info before publishing.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)





**From:** [Kimberly, Brad](#)  
**To:** [Sanchez-Contreras, Gloria](#); [Shazor, Kristin](#); [Staton, Anna](#); [Morin, Sean](#); [Guevara, Bessy](#); [Mulieri, Chris](#)  
**Cc:** [Walsh, Sandy](#); [Leggin, Brooke](#); [Thorpe, Valarie](#); [Henriques, Maria](#); [Morris, Steven](#)  
**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx  
**Date:** Tuesday, April 25, 2023 11:38:49 AM  
**Attachments:** [image015.png](#)  
[image016.png](#)  
[image017.png](#)  
[image018.png](#)  
[image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

---

Not just yet. Want to see the page because I think that'll mess up the flow.

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>  
**Sent:** Tuesday, April 25, 2023 11:33 AM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Morin, Sean <Sean.Morin@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Cc:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Thorpe, Valarie <Valarie.Thorpe@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>  
**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx

Hi Bessy,

I have updated the Spanish page, and right now all the text is the same as in the English page.

[@Kimberly, Brad](#) let me know if you will add text under the video to promote/download the videos.

Thank you,

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Monday, April 24, 2023 2:43 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx

Both pages have been updated.

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, April 24, 2023 1:47 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx

We have 4 general videos on misinformation for the home page.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Monday, April 24, 2023 1:39 PM  
**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx

Thanks, but I thought it was only one video per page. Please advise.

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Sent:** Monday, April 24, 2023 12:09 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** Re: Rumor Control Landing page text\_OCC cleared.docx

Hi,

Sorry for the delay. Here are the links:

Spanish

- 1 - <https://youtu.be/V4KXdPnmKg>
- 2 - <https://youtube.com/shorts/Xw2ILOst920>
- 3 - <https://youtube.com/shorts/qToiiMAF2-s>
- 4 - <https://youtube.com/shorts/cZFLdqeJJok>

English

- 1 - [https://youtube.com/shorts/4nA8j\\_cTtWM?feature=share](https://youtube.com/shorts/4nA8j_cTtWM?feature=share)
- 2 - <https://youtube.com/shorts/afCzGI0oII?feature=share>
- 3 - <https://youtube.com/shorts/IQ2x2Sckkx0?feature=share>
- 4 - <https://youtube.com/shorts/MheP6sU-V6I?feature=share>

Please let me know if you need anything else. Thanks,

**Sean Morin**

*Audiovisual Production Specialist*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-467-4629





---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Date:** Monday, April 24, 2023 at 11:12 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>, Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>, Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>, Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx

Good morning,

Checking on the status of the PSA links. We need to add the video to the top of the Rumor Control page.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Wednesday, April 19, 2023 10:00 AM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>;

Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Rumor Control Landing page text\_OCC cleared.docx

Looping in Sean for the YouTube links to all the final misinformation videos. Sean, please send those to this team.

On the translated fact sheets, Steve said the attached versions are final. Did you need us to put them somewhere specific? (I wasn't sure what you meant by links.)

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Wednesday, April 19, 2023 9:48 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Thorpe, Valarie <[Valarie.Thorpe@fda.hhs.gov](mailto:Valarie.Thorpe@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** Rumor Control Landing page text\_OCC cleared.docx

Good news!

OCC cleared the landing page text with no legal edits. [REDACTED] (b) (5)

[@Shazor, Kristin](#) please use the attached text to update the Rumor Control landing page. [@Sanchez-Contreras, Gloria](#) this will also need to be updated in the Spanish version.

[@Staton, Anna](#) Can you please share the links to the final files of the translated misinformation fact sheet and the misinfo PSA? The social team will need to upload the PSAs to YouTube for Kristin to embed on the page.

Please let me know if you have any questions.

Thanks!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: [REDACTED] (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



From: [Ford-Dixon, Melody](#)  
 To: [Charles Muller](#), [Kristin Shazor](#), [Sonia Braithwaite](#), [Sonia](#)  
 Subject: RE: Rumor Control Metrics  
 Date: Thursday, May 25, 2023 10:41:09 AM  
 Attachments: [Screenshot 2023-05-25 at 10:41:09 AM.png](#), [Screenshot 2023-05-25 at 10:41:09 AM.png](#)

No problem. I am not as savvy in the tool as Nadia, but hopefully this helps.

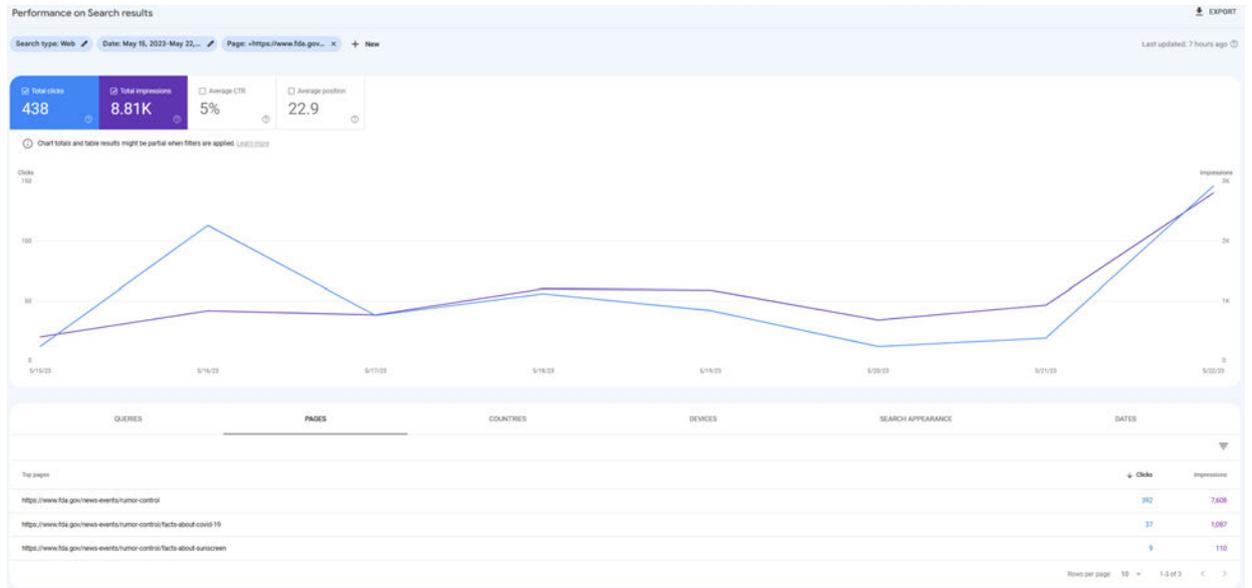
From: Muller, Chris <Charles.Muller@fda.hhs.gov>  
 Sent: Thursday, May 25, 2023 10:18 AM  
 To: Ford-Dixon, Melody <Melody.Ford-Dixon@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>; Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
 Subject: RE: Rumor Control Metrics

Thank you.

From: Ford-Dixon, Melody <Melody.Ford-Dixon@fda.hhs.gov>  
 Sent: Thursday, May 25, 2023 10:18 AM  
 To: Muller, Chris <Charles.Muller@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>; Braithwaite, Sonia <Sonia.Braithwaite@fda.hhs.gov>  
 Subject: RE: Rumor Control Metrics

Chris,

Below is what I was able to find in Google Search Console. Spikes were seen on the 16<sup>th</sup> and 22<sup>nd</sup>, beyond that the traffic appears minimal.

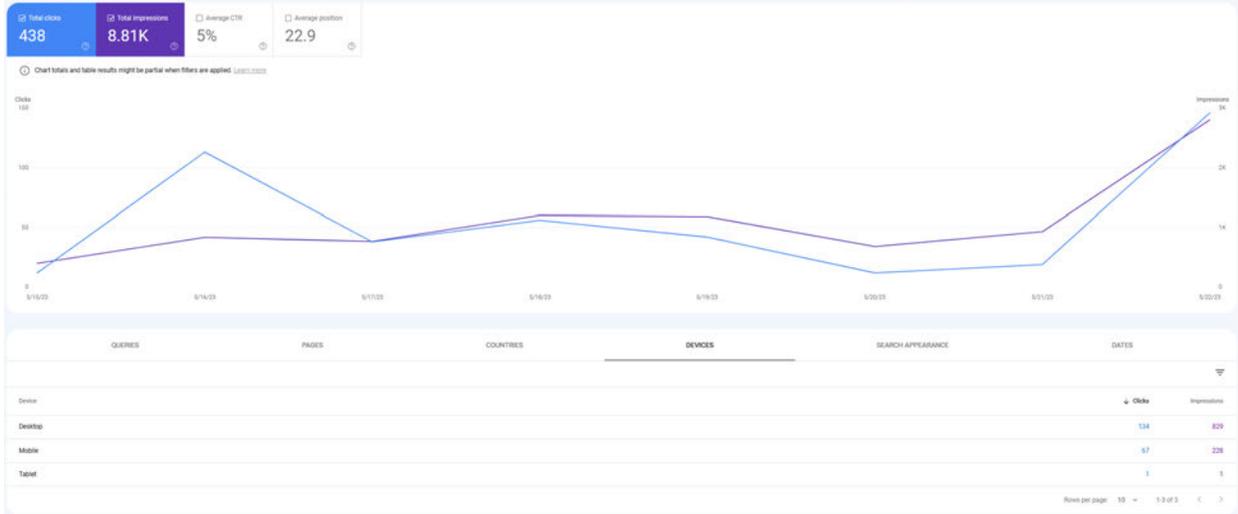


Performance on Search results

EXPORT

Search type: Web Date: May 15, 2023-May 22, 2023 Page: https://www.fda.gov/ X + New

Last updated: 7 hours ago



**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 9:43 AM  
**To:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

The thing that is hard to explain is that 17K pageviews to the page have come from organic search but it is hard to identify what words or phrases they are using. I guess in the big scheme of things 17K is pretty small over a 1 year period but they will still ask.

Melody - can you look quickly in google search console and see if anything sticks out to you? Our meeting is at 11.

**From:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 9:44 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

Understood. Thank you.

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 9:40 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

No one is searching for rumor control or misinformation on our site. We need more time to conduct more thorough analysis.

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 9:37 AM  
**To:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

Thanks all! Are we able to determine the search terms that are used to get to the page?

**Kristin Shazor, MSHA**  
 Web & Digital Services  
 Tel: 202-527-6506

**From:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 9:27 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

Chris,

Thanks for the update - please let me know if any additional metrics are needed.

Best,  
Melody

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 8:41 AM  
**To:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

Melody and Kristin,

Sonia and I were able to pull some basic metrics yesterday in advance of today's meeting. We have:

Total pageviews for Rumor Control since launch last year: 50,587 (Adwords campaign responsible for 23,000 of these)  
Total Pageviews from 6/16/23 - 5/23/23 - 10,245

**From:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>  
**Sent:** Thursday, May 25, 2023 7:42 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Metrics

Good morning,

Kristin - I will get you the metrics today.

Best,  
Melody

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Monday, May 22, 2023 5:24 PM  
**To:** Ford-Dixon, Melody <[Melody.Ford-Dixon@fda.hhs.gov](mailto:Melody.Ford-Dixon@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Rumor Control Metrics  
**Importance:** High

Hi Melody & Sonia -

Can you please provide metrics for the Rumor Control page from Tuesday (5/16) around 10 am until tonight (5/22) around 11:59 pm? Would you be able to get the metrics to me early tomorrow morning? Sorry for the late ask

Here are the urls:

[Rumor Control 1.13b](https://www.fda.gov/news-events/rumor-control/facts-about-fentanyl-supplements)  
<https://www.fda.gov/news-events/rumor-control/facts-about-fentanyl-supplements>  
<https://www.fda.gov/news-events/rumor-control/facts-about-covid-19>

**Control de rumores | FDA**  
<https://www.fda.gov/news-events/control-de-rumores/datos-verificados-sobre-el-protector-solar>  
<https://www.fda.gov/news-events/control-de-rumores/datos-verificados-sobre-los-suavizantes-nutricionales>  
<https://www.fda.gov/news-events/control-de-rumores/datos-verificados-sobre-el-covid-19>

Thanks,

**Kristin V. Shazor, MSHA**  
 Technical Information Specialist  
 Web & Digital Services  
 Office of External Affairs  
 U.S. Food and Drug Administration  
 Tel: 202-527-6506  
[kristin.shazor@fda.hhs.gov](mailto:kristin.shazor@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Staton, Anna](#); [Guevara, Bessy](#); [Walsh, Sandy](#); [Henriques, Maria](#)  
**Subject:** RE: Rumor Control page  
**Date:** Tuesday, February 14, 2023 10:12:01 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

I don't have any brilliant ideas for renaming "Health Information for You", (b) (5)

---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Tuesday, February 14, 2023 10:00 AM  
**To:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Subject:** RE: Rumor Control page

The vaping content is still with CTP. I'm slated to check in with them late this week. (They initially said they wouldn't be able to clear it until the end of the month/beginning of March. But I'm trying to get them to clear it sooner.) I can ask Juan Carlos for another vaping image we could use as thumbnail for this section.

Regarding the misinformation videos, Sean is aiming to have those done late this week/next week. We just received the voice over files, so it depends on if we need any revisions there. I'll check in with Sean today on status.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, February 14, 2023 9:54 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Rumor Control page

Team,

Below is the link to the relaunch concept we've been working on. There are still several pieces missing aside from the content we're awaiting approval on.

We need:

- Final thumb nails for the hot topics section
- (b) (5)
- Need to identify which CUs we want to highlight in the second section. If we launch during Patient Safety Awareness Week, is there existing content we can highlight here?
- Do we think we will have the misinfo video available for relaunch?

 [Rumor Control 2023 Relaunch Concept.pptm](#)

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Guevara, Bessy](#); [CombatMisinfoGroup](#)  
**Cc:** [Pearson, Antewann](#)  
**Subject:** RE: Rumor Control Rollout Activities  
**Date:** Tuesday, May 16, 2023 9:48:41 AM  
**Attachments:** [image008.png](#)  
[image014.png](#)  
[image015.png](#)

---

Good morning. The Roundup has been updated with the RC launch.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, May 16, 2023 8:30 AM  
**To:** [CombatMisinfoGroup](#) <[CombatMisinfoGroup@fda.hhs.gov](mailto:CombatMisinfoGroup@fda.hhs.gov)>  
**Cc:** [Pearson, Antewann](#) <[Antewann.Pearson@fda.hhs.gov](mailto:Antewann.Pearson@fda.hhs.gov)>  
**Subject:** Rumor Control Rollout Activities

Good morning team,

We're preparing to rollout this morning. Below is the timeline for today's activities.

**TICK TOCK**

*All times tentative/subject to change*

**DAY OF ROLLOUT**

**Tuesday, May 16**

- ~9:00 a.m.** All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)
  
- ~9:05 a.m.** **WDDS** publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)
  
- (Brooke Will publish FDA.gov homepage image linking to Rumor Control page submit image to Kristin to post)

Will publish insideFDA homepage hero image linking to Rumor Control page (Anna submitted to ODT)

**By 10:00 a.m.**  
Maria)

Submit narrative about Rumor Control page for FDA Roundup (OECS -

**By COB**

- **OMA** will issue the FDA Roundup to include information about the new

Rumor Control page

- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

For the full list of next week's activities, please see  [Rumor Control Rollout Activities\\_051623.docx](#)

Please let me know if you have any questions.

Thank you!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Guevara, Bessy](#); [Shazor, Kristin](#)  
**Cc:** [Mulieri, Chris](#)  
**Subject:** RE: Rumor Control Screenshots  
**Date:** Wednesday, May 3, 2023 3:04:47 PM  
**Attachments:** [image001.png](#)

---

Yes thanks, I'll mention it today during our weekly OEA meeting with him and then send this for his reading packet.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Wednesday, May 3, 2023 2:15 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Rumor Control Screenshots

Sandy/Kristin,

Does this work to share with Dr. Califf?

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#)  
**Subject:** RE: Rumor Control Updates Completed  
**Date:** Tuesday, June 6, 2023 12:37:01 PM  
**Attachments:** [image001.png](#)

---

Got it, thanks!

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



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**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, June 6, 2023 12:29 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** FW: Rumor Control Updates Completed

FYI

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Tuesday, June 6, 2023 12:25 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** Rumor Control Updates Completed

Sandy and all – the updates have been completed:

<https://www.fda.gov/news-events/rumor-control/facts-about-covid-19>

Thank you.

Chris

**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Leggin, Brooke](#)  
**Cc:** [Staton, Anna](#); [Guevara, Bessy](#)  
**Subject:** RE: rumor control updates for covid section  
**Date:** Friday, February 17, 2023 10:45:08 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)

---

Hi, Sandy. Here is the CBER-cleared COVID content:

 [COVID rumors CBER-cleared](#)

The file includes an edit-tracked version of the new edited content for reference.

Thanks to Brooke for helping find a link for the shortened mpox question.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

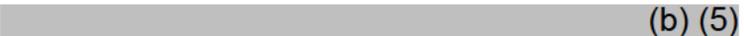
*Writer-Editor*

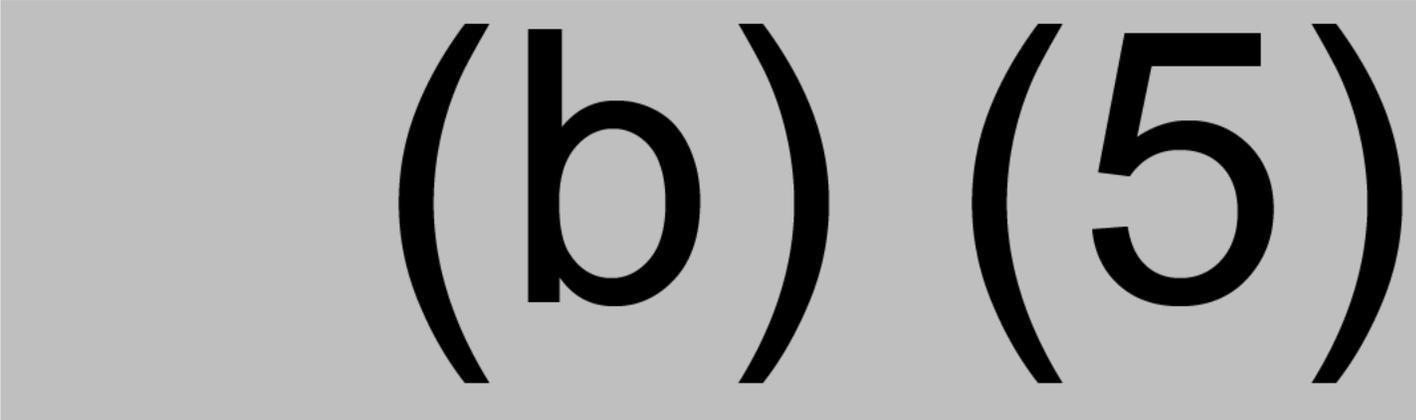
2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria  
**Sent:** Friday, February 17, 2023 9:56 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: rumor control updates for covid section

Hi, Sandy. I accepted all of CBER's edits. The only remaining question for this group is what to replace in this highlighted section  (b) (5)



(b) (5)

(b) (5)

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Friday, February 17, 2023 9:45 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: rumor control updates for covid section

Hi Maria, is this covid content for rumor control all finished and sorted out? Do we need to chat?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, February 14, 2023 1:04 PM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: rumor control updates for covid section

Good suggestions, Thanks, Brooke.

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)





---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Tuesday, February 14, 2023 1:02 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: rumor control updates for covid section

For the last one where it's suggested that the "More Information" section be deleted, could we put a link there instead, similar to one above which has a link to more data?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, February 14, 2023 12:54 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: rumor control updates for covid section

Hi, Sandy and Team.

Lorrie made a couple of suggestions to the new/edited text for the new format, which I accepted. Not sure about the last suggestion, which would shorten the question (yeah) but change the format.

 [Covid rumors 012523 with EDITS.docx](#)

The other (original) text remains unchanged.

 [Rumor Control Page Mockup DRAFT.docx](#)

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria  
**Sent:** Tuesday, February 7, 2023 10:57 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: rumor control updates for covid section

Hi, Sandy. Will do.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, February 7, 2023 10:56 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** rumor control updates for covid section

I just realized we will need to run this by CBER.

Maria can you please put in Sharepoint and send to Lorrie/Susan and note this is published information and that we are reformatting and ask for it by the end of the week? Thanks.

Sandy

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Wednesday, January 25, 2023 3:04 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Just a brainstorm on DS

Hi, Sandy.

Here are the COVID facts in the new format. One version has been edited and condensed from what's online to make it more consumer friendly. The other is unedited text from our website under the "more information" section, based on our discussion this morning.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Shazor, Kristin](#); [Walsh, Sandy](#); [Staton, Anna](#)  
**Cc:** [Guevara, Bessy](#); [Kimberly, Brad](#)  
**Subject:** RE: Rumor Control Updates  
**Date:** Wednesday, February 1, 2023 11:33:17 AM  
**Attachments:** [image002.png](#)  
[image007.png](#)  
[image008.png](#)

---

Excellent, thank you for your help with this

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, February 1, 2023 11:32 AM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Updates

Hi all,

The short url is in place.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Friday, January 20, 2023 2:40 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Updates

Hi Kristen,

It is the Spanish page in the rumor control page: <https://www.fda.gov/news-events/rumor-control/control-de-rumores>

Thanks!

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, January 19, 2023 5:06 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Walsh, Sandy

<[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Rumor Control Updates

Hi Gloria,

Can you please send me the url for the page that you would like the short url to go to? I need the full request from you for my records.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Tuesday, January 17, 2023 12:49 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** Rumor Control Updates

Hi Sandy and Anna,

Could you please send me the edits from 9/21/222 to 1/4/2023 for the English Rumor Control page? We need to update the Spanish page too.

Hi [@Shazor, Kristin](#),

Could we also create a short URL for this page in Spanish? Here is my suggestion [www.FDA.gov/Rumores](http://www.FDA.gov/Rumores)

Thank you,

**Gloria Sánchez-Contreras (she/her/hers)**

*International Press Officer*

*Multicultural Communications Lead*

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 301-796-7686 / Cell: (b) (6)

[gloria.sanchez-contreras@fda.hhs.gov](mailto:gloria.sanchez-contreras@fda.hhs.gov)





**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#)  
**Cc:** [Staton, Anna](#)  
**Subject:** RE: Rumor control updates?  
**Date:** Monday, August 22, 2022 9:28:36 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image013.png](#)

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Hi, Sandy. Hope you had a good weekend.

Nothing new came up at this meeting that the team thought needed action from us. It's the usual misinformation/malinformation on "vaccines have XYZ ingredients" as always and on miscarriages/pregnancy. All of which the social and OMA teams said we have already covered. Going forward, the focus will be on "new and improved" boosters for the fall.

Hope this is helpful. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-4262 / Cell: (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria  
**Sent:** Wednesday, August 17, 2022 12:01 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Rumor control updates?

Hi, Sandy. Thanks for the update on the meeting last week when I was out. I will listen for any trends that we need to follow up on.

Enjoy your trip with your daughter. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
Tel: 240-402-4262 / Cell: (b) (6)  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)





---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, August 17, 2022 11:56 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** Rumor control updates?

Hi Maria,

During the weekly Misinformation/Disinformation group meeting can you please listen for any trends brought up to consider adding to the Rumor Control page "Facts" section? We'd need to write them up in the preferred format then clear them.

Or if you see/hear about other trends, of course let's consider adding new items in the Facts section.

We need to monitor that page to make sure we help suggest fresh content.

Last week several items were discussed but the group collectively decided none warranted giving any "air time" to publicly - Below are rough notes of what was mentioned as coming in as fact checks to OMA or on social:

(b) (5)

Thanks!

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Guevara, Bessy](#); [Henriques, Maria](#)  
**Cc:** [Shazor, Kristin](#)  
**Subject:** RE: Rumor Control vaccines and boosters -- updated  
**Date:** Monday, April 24, 2023 11:04:00 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)  
[image008.png](#)

---

Yes all good, and pls make sure Gloria gets it for the Spanish version

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, April 24, 2023 11:04 AM  
**To:** [Henriques, Maria](#) <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; [Walsh, Sandy](#) <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** [Shazor, Kristin](#) <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** RE: Rumor Control vaccines and boosters -- updated

Good morning,

[@Walsh, Sandy](#) please let me know if you are good with this edits so Kristin can start making the updates to the COVID-19 hot topics page.

Thanks!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** [Henriques, Maria](#) <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, April 20, 2023 12:03 PM  
**To:** [Walsh, Sandy](#) <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; [Guevara, Bessy](#) <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** Rumor Control vaccines and boosters -- updated

Hi, Sandy and Bessy.

Brooke and I looked over the latest version of the rumor control info on vaccines, and flagged changes where we mention boosters based on the announcement this week. We don't think this

needs further review, since the meaning hasn't changed.

 [Covid rumors FINAL 032123.docx](#)

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Staton, Anna](#)  
**To:** [Shazor, Kristin](#)  
**Cc:** [Walsh, Sandy](#); [Kimberly, Brad](#); [Mulieri, Chris](#)  
**Subject:** RE: Rumor Control video gallery updates  
**Date:** Tuesday, September 6, 2022 6:22:17 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Thanks so much Kristin!

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Tuesday, September 6, 2022 6:14 PM  
**To:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Rumor Control video gallery updates

Good evening,

The page has been updated and the edits should show on the live site soon.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, September 6, 2022 10:49 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Rumor Control video gallery updates

Hi Kristin,

As discussed in today's meeting, we'd like to add the 4 new COVID-19 JAMs on boosters to the [Rumor Control page](#). We'd also like to delete this one "Do I need to get a second booster dose of COVID-19 vaccine?"

Is there a limit to the number of videos we can have appear? I wasn't sure if we'd need to delete others as well.

New JAMs to add:

- Why should I get one of the updated COVID-19 vaccine boosters?

<https://www.youtube.com/watch?v=Tg07BceYgc8>

- What is in the authorized updated (bivalent) COVID-19 boosters?

<https://www.youtube.com/watch?v=i7Oz2leMn54>

- What is a bivalent vaccine? <https://www.youtube.com/watch?v=yxrTK737V6c>

- What data support the use of the updated COVID-19 boosters?

[https://www.youtube.com/watch?v=IrnfOG9\\_Qx4](https://www.youtube.com/watch?v=IrnfOG9_Qx4)

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Shazor, Kristin](#)  
**To:** [Staton, Anna](#)  
**Cc:** [Walsh, Sandy](#); [Kimberly, Brad](#); [Mulieri, Chris](#); [Guevara, Bessy](#)  
**Subject:** RE: Rumor Control video gallery updates  
**Date:** Tuesday, September 6, 2022 10:58:04 AM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Hi Anna,

Thanks! There isn't a limit to the amount of videos that can be posted. I'll get the new ones added today.

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Tuesday, September 6, 2022 10:50 AM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Cc:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Subject:** RE: Rumor Control video gallery updates

Adding Bessy too. Sorry!

---

**From:** Staton, Anna  
**Sent:** Tuesday, September 6, 2022 10:49 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Rumor Control video gallery updates

Hi Kristin,

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New JAMs to add:

- Why should I get one of the updated COVID-19 vaccine boosters?

<https://www.youtube.com/watch?v=Tg07BceYgc8>

- What is in the authorized updated (bivalent) COVID-19 boosters?

<https://www.youtube.com/watch?v=i7Oz2leMn54>

- What is a bivalent vaccine? <https://www.youtube.com/watch?v=yxrTK737V6c>

- What data support the use of the updated COVID-19 boosters?

[https://www.youtube.com/watch?v=IrnfOG9\\_Qx4](https://www.youtube.com/watch?v=IrnfOG9_Qx4)

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Staton, Anna](#)  
**Subject:** RE: Rumor Control Webpage Launched  
**Date:** Monday, August 8, 2022 8:14:00 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image014.png](#)

---

Wow. Good to hear.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, August 5, 2022 2:50 PM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** Rumor Control Webpage Launched

FYI page launched

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Sent:** Friday, August 5, 2022 2:46 PM  
**To:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Webpage

Socials are out.

### **Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Sent:** Friday, August 5, 2022 2:29 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>;  
Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Webpage

Wonderful—thank you!

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Friday, August 5, 2022 2:28 PM  
**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>;  
Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Webpage

All – the rumor-control page is live:

<https://www.fda.gov/news-events/rumor-control>

---

**From:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>  
**Sent:** Friday, August 5, 2022 1:36 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,  
Erica

**Erica V. Jefferson** (she/her)  
Associate Commissioner for External Affairs  
**U.S. Food and Drug Administration**  
Tel: 240-702-3994  
[erica.jefferson@fda.hhs.gov](mailto:erica.jefferson@fda.hhs.gov)



Executive Assistant: [Kristen.Tugwell@fda.hhs.gov](mailto:Kristen.Tugwell@fda.hhs.gov) (temporary)



---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Thursday, August 4, 2022 3:20 PM  
**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>  
**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Banks, Stanice L <[Stanice.Banks@fda.hhs.gov](mailto:Stanice.Banks@fda.hhs.gov)>  
**Subject:** Rumor Control Webpage

Erica – good afternoon. Please find our rumor control webpage below for your approval. Heidi and Anna have done final reviews and they are both good with the page. We will push the page live once you give us the word. Thank you!

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

**From:** [Mulieri, Chris](#)  
**To:** [Jefferson, Erica](#)  
**Cc:** [Rebello, Heidi](#); [Staton, Anna](#); [Kimberly, Brad](#); [Walsh, Sandy](#)  
**Subject:** RE: Rumor Control Webpage  
**Date:** Friday, August 5, 2022 1:44:46 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Thank you Erica and we will push this live.

Sandy, Anna, Brad and I are discussing additional content items to build out the page – we will keep you updated.

Also, we will definitely share through social channels and utilize a Google Adword campaign to draw eyes to the page.

Chris

---

**From:** Jefferson, Erica <Erica.Jefferson@fda.hhs.gov>  
**Sent:** Friday, August 5, 2022 1:36 PM  
**To:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Cc:** Rebello, Heidi <Heidi.Rebello@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** RE: Rumor Control Webpage

Hi Chris –

Thank you for the reminder just now and apologies for the delay.

This looks good. Good to go from end.

Separately, do we have plans to evolve this further to pull in other content? Also how are we drawing people to this page?

Thanks,  
Erica

**Erica V. Jefferson** (she/her)  
Associate Commissioner for External Affairs  
**U.S. Food and Drug Administration**  
Tel: 240-702-3994  
[erica.jefferson@fda.hhs.gov](mailto:erica.jefferson@fda.hhs.gov)



Executive Assistant: [Kristen.Tugwell@fda.hhs.gov](mailto:Kristen.Tugwell@fda.hhs.gov) (temporary)



---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Sent:** Thursday, August 4, 2022 3:20 PM

**To:** Jefferson, Erica <[Erica.Jefferson@fda.hhs.gov](mailto:Erica.Jefferson@fda.hhs.gov)>

**Cc:** Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Banks, Stanice L <[Stanice.Banks@fda.hhs.gov](mailto:Stanice.Banks@fda.hhs.gov)>

**Subject:** Rumor Control Webpage

Erica – good afternoon. Please find our rumor control webpage below for your approval. Heidi and Anna have done final reviews and they are both good with the page. We will push the page live once you give us the word. Thank you!

Chris

<http://wcms-internet.fda.gov/news-events/rumor-control>

**From:** [Guevara, Bessy](#)  
**To:** [Kimberly, Brad](#); [Morin, Sean](#); [Staton, Anna](#); [Shazor, Kristin](#); [Morris, Steven](#); [Walsh, Sandy](#)  
**Cc:** [Mulieri, Chris](#)  
**Subject:** RE: Social media misinformation page graphics  
**Date:** Wednesday, April 12, 2023 10:49:39 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image019.png](#)  
[image020.png](#)  
[image021.png](#)  
[image022.png](#)  
[image023.png](#)  
[image024.png](#)  
[image025.png](#)

---

I also like the second. Thanks!

---

**From:** Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>  
**Sent:** Tuesday, April 11, 2023 6:01 PM  
**To:** Morin, Sean <Sean.Morin@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>; Morris, Steven <Steven.Morris@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Social media misinformation page graphics

I like the second one. (B)

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**  
**Office of External Affairs**  
**U.S. Food and Drug Administration**  
Tel: 240-402-1002 | Cell: (b) (6)  
[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Sent:** Tuesday, April 11, 2023 4:43 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** Re: Social media misinformation page graphics

Hi,

Do you like either of these? The background behind the phone would of course be whatever is in the video, but this phone would pop up as the end slate. Let me know.

Thanks,

**Sean Morin**

*Audiovisual Production Specialist*  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Date:** Monday, April 10, 2023 at 3:14 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Social media misinformation page graphics

Point taken. I defer to you/WDDS on the right text to advertise the page. My point is that a screenshot will not remain evergreen and I think something a bit simpler to call out the url may work best.

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Monday, April 10, 2023 3:09 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

I do not like using fda.gov by itself. A user going to that URL will get an error unless they use the www.

Believe me, I'm constantly harping on this, and I don't know exactly what's happening at the IT level that prevents it.

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Monday, April 10, 2023 3:07 PM

**To:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

I think that due to the expectation that the page will/may look different at any given time, that maybe something more generic may work better? The other text on the page from the screenshot makes it look busy. Maybe something like the below? Obviously my intent is to include a graphic that better calls out the url.



Visit [fda.gov/rumorcontrol](https://fda.gov/rumorcontrol)



Visit  
[fda.gov/rumorcontrol](https://fda.gov/rumorcontrol)

---

**From:** Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>

**Sent:** Monday, April 10, 2023 2:52 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** Re: Social media misinformation page graphics

Hi,

Attached is what my original end slate was on each of the misinformation psa videos. A screenshot like that for the new page would be ideal. But as Anna said, we can use the fact sheet or something else if that is unavailable.

Thank you,

**Sean Morin**

Audiovisual Production Specialist  
Office of Editorial and Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration  
Phone: 301-467-4629



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Date:** Monday, April 10, 2023 at 2:49 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>, Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>, Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>, Morin, Sean <[Sean.Morin@fda.hhs.gov](mailto:Sean.Morin@fda.hhs.gov)>  
**Subject:** RE: Social media misinformation page graphics

Okay he'd need a screen shot with that addition. Or we don't use a screen shot and use perhaps an image of the fact sheet and note the URL? Looping him in here.

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Monday, April 10, 2023 2:47 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Social media misinformation page graphics

Yes. I think we discussed adding a subtitle to the page.

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Monday, April 10, 2023 2:37 PM  
**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Subject:** RE: Social media misinformation page graphics

I'm asking Sean now for a status update on the videos...he was wondering if the page name and URL was going to stay the same. I said yes. Agree?

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Monday, April 10, 2023 2:30 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

I like the buttons! Let's delete the bottom original ones.

Checking in on the links to the PSA videos. The approved videos I saw didn't have the opening/closing slates. [@Staton, Anna](#) are those available for Brad to upload and for Kristin to embed on Rumor Control?

[@Shazor, Kristin](#) The misinformation factsheet is approved.  [How WE can ID-address misinformation\\_FINAL.pdf](#) Do you need a thumbnail for this too or are you able to screen grab?

Thanks team!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Wednesday, April 5, 2023 12:49 PM

**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

Hi all,

I've added the buttons to the page and must admit that I love them! Please review and let me know your thoughts - [Rumor Control | FDA](#)

I left the old buttons up for comparison. Can someone provide the urls for each button so I can hyperlink them?

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Sent:** Tuesday, April 4, 2023 8:59 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Re: Social media misinformation page graphics

Hi Kristin,

Attached are the resized buttons. Let me know if they are too big or not big enough.

Thanks,

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Date:** Monday, April 3, 2023 at 4:19 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

Sounds good, thanks!

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Monday, April 3, 2023 4:18 PM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** Re: Social media misinformation page graphics

Yeah I'm sure Steve can get you some options tomorrow.

Get [Outlook for iOS](#)

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Sent:** Monday, April 3, 2023 4:09:44 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

Hi Anna,

I am not sure of the size needed for this. You can give me a few different sizes to test.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Monday, April 3, 2023 2:37 PM

**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

Same here. Kristin, do you want to let Steve know what size you need these in? Thanks!

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Friday, March 31, 2023 8:22 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** RE: Social media misinformation page graphics

I like the round ones personally.

**Brad Kimberly**

*Director, Social Media*

**Web & Digital Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Friday, March 31, 2023 7:15 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Subject:** Social media misinformation page graphics

Thoughts on these options for the misinfo page? Okay to use the same text WHO uses?

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Sent:** Thursday, March 30, 2023 5:10 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** Re: Misinformation page graphics

Here are a couple of versions for review.

Thanks,

--

**Steve Morris** (he/him)

*Visual Information Specialist*

**Office of Editorial & Creative Services**

**Office of External Affairs**

**U.S. Food and Drug Administration**

Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



**From:** [Cristinzio, Dayle](#)  
**To:** [Walsh, Sandy](#); [Staton, Anna](#); [Leggin, Brooke](#); [Henriques, Maria](#)  
**Cc:** [Guevara, Bessy](#)  
**Subject:** RE: Stuff for us to look at re vaccine hesitancy  
**Date:** Wednesday, March 8, 2023 11:22:40 AM  
**Attachments:** [image007.png](#)  
[image014.png](#)

---

Me, Beth and Stacy. Thanks!

**Dayle Lewis Cristinzio (she, her, hers)**

Director, Stakeholder Engagement  
Office of External Affairs  
U.S. Food and Drug Administration  
(t) 301.796.8898 | (m) (b) (6)  
[dayle.cristinzio@fda.hhs.gov](mailto:dayle.cristinzio@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, March 8, 2023 9:03 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Stuff for us to look at re vaccine hesitancy

I will find time for us to all chat to map out some ideas. Dayle who from your team should we invite?

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, March 8, 2023 9:02 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>  
**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Stuff for us to look at re vaccine hesitancy

This FAQ page has a lot of good info, if we need to repurpose: [Answers to Your Most Common Questions about Childhood Vaccines | CDC](#)

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, March 7, 2023 11:05 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** RE: Stuff for us to look at re vaccine hesitancy

Adding this one too – Dayle can your team take a look at this?

<https://www.cdc.gov/vaccines/hcp/conversations/index.html>

---

**From:** Walsh, Sandy

**Sent:** Tuesday, March 7, 2023 11:03 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>

**Cc:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Stuff for us to look at re vaccine hesitancy

<https://www.cdc.gov/vaccines/hcp/conversations/preparing-for-parent-vaccine-questions.html>

We'll get a meeting together soon to talk about messaging, etc.

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Staton, Anna](#); [Walsh, Sandy](#)  
**Subject:** RE: sunscreen Rumor Control draft  
**Date:** Wednesday, March 8, 2023 10:51:31 AM  
**Attachments:** [Rumor Control Sunscreen 030823.docx](#)  
[image001.png](#)  
[image007.png](#)

---

Hi. Here is the latest version with the updated sunscreen bottle image – all ready for OCC.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Henriques, Maria  
**Sent:** Wednesday, March 8, 2023 9:55 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Hi, Sandy and Anna.

CDER has reviewed the sunscreen content and made edits. Attached is a clean version and one with their edits tracked for reference. Also, Anna, let's go with the image of the woman. We'll also need to ask Steve to (b) (5) (noted).

Please let me know what next steps you need from me. Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, March 7, 2023 10:05 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Awesome! I'll wait to see where we are at COB tomorrow then. Thanks!

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, March 7, 2023 10:04 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Hi, Anna. I'm expecting this back from CDER by COB today, and planned to give them until COB tomorrow if they ask for more time.

CDER and I already had a conversation about how all this content is already cleared and online (including on their own pages) so that this shouldn't be a heavy lift. But it being sunscreen... Anyway, I think we'll have it soon.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, March 7, 2023 10:02 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Hi Maria, just curious, did CDER give you any indication as to when they might be able to get back to us? I'm trying to decide if I should continue to ping CTP or not this week. Thanks!

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, March 2, 2023 10:21 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Thanks, Sandy. I will get this to CDER soonest with the art and explain our request to smooth out the review process.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Thursday, March 2, 2023 10:10 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Agree would prefer to send to CDER with the art suggestion. The content looks good!  
Maria can you please share with CDER along with an explanation of the context (that we're relaunching/redesigning the Rumor Control page which is a Commissioner priority and we will rotate "hot topics" as we learn of them and also rotate some of our "frequent flier" topics that are ripe for misinformation.)  
Please send to Kris Baumgartner, Kristin Booze and whoever their comms specialist is on sunscreen if you know it. Ask for Center concurrence/clearance by mid-week next week if possible.

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, March 2, 2023 9:32 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

Thank you, Anna

I looked over the art in my own files and what's already online. I think this calls for a fresh take. The current art has been repurposed so much already, and fresh ideas are in order.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Thursday, March 2, 2023 9:26 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: sunscreen Rumor Control draft

This is really great Maria IMO! I'll let Sandy weigh in on clearance. Should we look for some related graphics to send along too in clearance? We'll need a thumbnail graphic and a graphic for the page itself. Or is there something we're already using that you think we should re-purpose?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, March 2, 2023 9:19 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** sunscreen Rumor Control draft

Hi, Sandy and Anna.

The sunscreen Rumor Control draft is ready:

 [Rumor Control Sunscreen 030223.docx](#)

Do you want me to send to CDER now or have the team look at them first? Everything comes from already cleared text that's online: my own CUs and CDER's sunscreen pages.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



Rumor Control Page

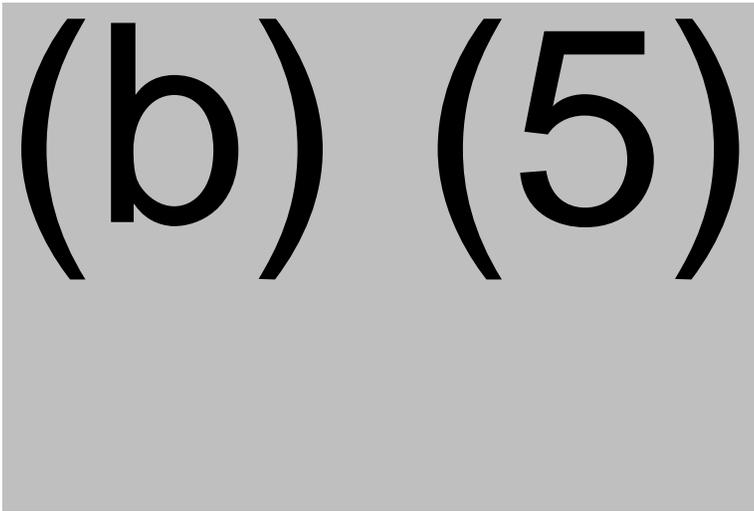
(b) (5)

(b) (5)

**Thumbnail for the misinformation front page**

(b) (5)

**Art for the sunscreen page**



**Reviewers:**

KBooze, OCOMM/DHC, 3/2/23

SAdah, ONPD, 3/6/23

SCoelho, DNPDI, 3/6/23

KMurry, ONPD, 3/6/2023

**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Shazor, Kristin](#); [Kimberly, Brad](#); [Felberbaum, Michael](#); [Guevara, Bessy](#); [Staton, Anna](#); [Walsh, Sandy](#); [Henriques, Maria](#); [Leggin, Brooke](#)  
**Cc:** [Mulieri, Chris](#)  
**Subject:** RE: Text updates to Rumor Control page  
**Date:** Wednesday, May 17, 2023 12:55:26 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)

---

Love the team effort

---

**From:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Sent:** Wednesday, May 17, 2023 12:34 PM  
**To:** Kimberly, Brad <Brad.Kimberly@fda.hhs.gov>; Sanchez-Contreras, Gloria <Gloria.Sanchez-Contreras@fda.hhs.gov>; Felberbaum, Michael <Michael.Felberbaum@fda.hhs.gov>; Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>; Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Cc:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Subject:** RE: Text updates to Rumor Control page

Thanks Brad for saying that!

The recommendations from the web team are to expand the short description and adding some of the searchable keywords in the headers throughout the page. We do not recommend changing the page title.

[@Felberbaum, Michael](#) – we have begun the discussion on doing an AdWords campaign for the Rumor Control page. Thanks for the suggestion!

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](#)>  
**Sent:** Wednesday, May 17, 2023 12:28 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](#)>; Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](#)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](#)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](#)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](#)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](#)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](#)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](#)>  
**Subject:** Re: Text updates to Rumor Control page

Let's let web figure this one out.

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Wednesday, May 17, 2023 12:26 PM  
**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Text updates to Rumor Control page

Here is what Google says about SEO optimization:  
[Optimize your site for search engines \(for beginners\)](#)

---

**From:** Sanchez-Contreras, Gloria  
**Sent:** Wednesday, May 17, 2023 12:18 PM  
**To:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** RE: Text updates to Rumor Control page

Agree with Michael. I think there is conflicting information if having the key words in the URL increase page ranking. As far as I know, it helps, but there are other factors too.

---

**From:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>  
**Sent:** Wednesday, May 17, 2023 12:16 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** Re: Text updates to Rumor Control page

We should do an AdWords too. Is it possible to get some data that can maybe help inform further discussion. How many visits have we had since launched? How about since the revamped page? How are visitors getting to the page - Google (if so, what are they searching), via our directing them via social?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, May 17, 2023 12:10:05 PM  
**To:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>

**Subject:** RE: Text updates to Rumor Control page

Yes, you are correct...we can definitely put a redirect in. I just don't think that changing the page title is necessary. Heidi's concerns were not with the title of the page. She wants us to use the suggestions that I provided from our UX/UI expert which included expanding the short description and adding some of the searchable keywords in the headers throughout the page.

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Sent:** Wednesday, May 17, 2023 12:07 PM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>

**Subject:** RE: Text updates to Rumor Control page

Well, if I remember correctly, Drupal will auto-redirect a previous page URL from a retitled page. For instance... <https://www.fda.gov/news-events/interactive-media> is not the current URL, but it lands you in the right place.

I'm not the SEO expert (I was like 10 years ago), but I appreciate your confidence, Gloria. I'll just note that "misinformation" by itself is a very broad search term. I'm not surprised we don't come up. I would hope we wouldn't. But when you type "FDA misinformation," Rumor Control is the first result.

**Brad Kimberly**

Director, Social Media

Web & Digital Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: 240-402-1002 | Cell: (b) (6)

[brad.kimberly@fda.hhs.gov](mailto:brad.kimberly@fda.hhs.gov)



---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

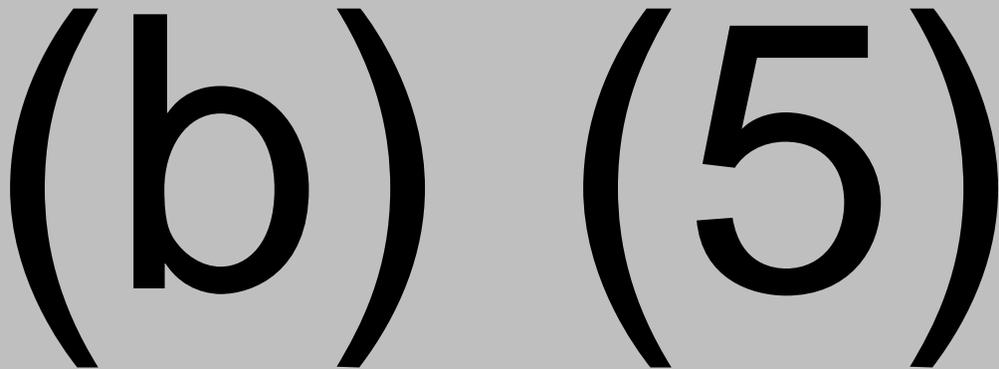
**Sent:** Wednesday, May 17, 2023 12:00 PM

**To:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Cc:** Felberbaum, Michael <[Michael.Felberbaum@fda.hhs.gov](mailto:Michael.Felberbaum@fda.hhs.gov)>; Kimberly, Brad <[Brad.Kimberly@fda.hhs.gov](mailto:Brad.Kimberly@fda.hhs.gov)>

**Subject:** RE: Text updates to Rumor Control page

Hi Bessy,

A large gray rectangular area containing two black redaction codes: "(b)" followed by "(5)".

[@Kimberly, Brad](#) might have some ideas or social media research.

My two pesos

Gloria

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Sent:** Wednesday, May 17, 2023 11:20 AM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** RE: Text updates to Rumor Control page

**Importance:** High

Team,

Circling back on this. By adding the word “misinformation” to the titles, the page will populate as a top search when people type “misinformation”. Heidi flagged for us this morning that the page is not a top search when she typed “misinformation”

If you concur, Kristin can make the changes to today and we’ll need to do the same for the Spanish page.

Thanks!

---

**From:** Guevara, Bessy  
**Sent:** Monday, May 15, 2023 9:53 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** Text updates to Rumor Control page

Team,

Kristin received feedback from the web UX POC who suggested we add a key word or two in the short title/short description of the page.

For example: [REDACTED] (b) (5)

They also suggested [REDACTED] (b) (5)  
[REDACTED] ???

Just throwing ideas. Please edit as necessary.

Thanks!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: [REDACTED] (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Henriques, Maria](#); [Walsh, Sandy](#)  
**Cc:** [Staton, Anna](#)  
**Subject:** RE: Thoughts on Rumor Control info on (b) (5) page?  
**Date:** Tuesday, January 10, 2023 11:29:54 AM  
**Attachments:** [image001.png](#)

---

We could also make it more evergreen and (b) (5) and then add mpox back in when needed.

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Tuesday, January 10, 2023 11:28 AM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Cc:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Subject:** RE: Thoughts on Rumor Control info on (b) (5) page?

Hi, Sandy. I think it doesn't hurt to keep it as it may indeed resurface (or some people are new to it, and we have it up there to counter the rumor).

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Tuesday, January 10, 2023 11:21 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Subject:** RE: Thoughts on Rumor Control info on (b) (5) page?

Brooke, let me get my thoughts together and then I'll do a meeting invite.

It was mentioned that we remove the mpox rumor/fact from the page but then others said these things have a way of resurfacing so I'm not sure what to do. My gut is to remove it for now. Maria any thoughts on that?

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Tuesday, January 10, 2023 11:10 AM  
**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Subject:** RE: Thoughts on Rumor Control info on (b) (5) page?

Looks great, Brooke.

This is the kind of promotion for the page that we should be doing agency-wide in different forms of comms (PRs, etc.).

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Tuesday, January 10, 2023 11:02 AM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>

**Subject:** RE: Thoughts on Rumor Control info on (b) (5) page?

Great idea can we chat later?

Brooke I should probably add you to the weekly misinformation group meetings too.

Me, you, Maria and Anna need to stay in touch on all of this.

---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>

**Sent:** Tuesday, January 10, 2023 10:55 AM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** Thoughts on Rumor Control info on Bivalent Booster page?

(b) (5)

**From:** [Sanchez-Contreras, Gloria](#)  
**To:** [Shazor, Kristin](#); [Morris, Steven](#); [Staton, Anna](#)  
**Cc:** [Mulieri, Chris](#); [Walsh, Sandy](#)  
**Subject:** RE: Three "hot topics" for Rumor Control for translation  
**Date:** Thursday, April 6, 2023 12:34:22 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)

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Thank you, Steve. No edits.

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, April 6, 2023 12:24 PM  
**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** RE: Three "hot topics" for Rumor Control for translation

Awesome, thanks Steve!

**Kristin Shazor, MSHA**

Web & Digital Services  
Tel: 202-527-5006

---

**From:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Sent:** Thursday, April 6, 2023 12:22 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Subject:** Re: Three "hot topics" for Rumor Control for translation

Thank you Kristin & Gloria. Spanish versions attached.

--

**Steve Morris (he/him)**

*Visual Information Specialist*

Office of Editorial & Creative Services  
Office of External Affairs  
U.S. Food and Drug Administration

Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Date:** Thursday, April 6, 2023 at 12:12 PM

**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>, Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>, Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** FW: Three "hot topics" for Rumor Control for translation

Hi Anna & Steve,

Below is the text that should be used for the buttons on the Spanish-version of the rumor control page. You can send them to me once they are created. Any questions about the translations can be sent to Gloria.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Thursday, April 6, 2023 11:57 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>;

Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Subject:** RE: Three "hot topics" for Rumor Control for translation

Kristin,

The Spanish pages look good. Here are the requested translations:

**COVID-19 Page Introduction:**

Hay mucha información errónea sobre las vacunas y los tratamientos contra el COVID-19. Si tiene preguntas sobre el COVID-19, la mejor persona para consultar es un profesional de la salud, como su médico. También tenemos información aquí sobre las vacunas, los tratamientos y las pruebas del COVID-19.

**Landing page grey box:**

Conozca la verdad

Obtenga datos verificados recientes y ayude a detener la propagación de rumores falsos

Consulte información verídica

**Buttons:**

Facebook <https://es-la.facebook.com/help/572838089565953>

¿Cómo indico que una publicación de Facebook es una noticia falsa?

Instagram <https://about.instagram.com/es-la/blog/announcements/combating-misinformation-on-instagram>

Cómo combatir la información errónea

LinkedIn <https://support.tiktok.com/en/privacy-safety/report-inappropriate-content-en>

Reconocer y denunciar correos no deseados y contenido inapropiado y abusivo

TikTok <https://support.tiktok.com/en/privacy-safety/report-inappropriate-content-en>

Reportar contenido inapropiado - en inglés

Twitter <https://help.twitter.com/es/safety-and-security/report-a-tweet>

Denunciar un Tweet, una Lista o un Mensaje Directo

WhatsApp <https://faq.whatsapp.com/general/security-and-privacy/staying-safe-on-whatsapp/?lang=es>

Cómo reportar a un contacto o un grupo

YouTube [https://support.google.com/youtube/answer/2802027?](https://support.google.com/youtube/answer/2802027?co=GENIE.Platform%3DAndroid&hl=es-419)

[co=GENIE.Platform%3DAndroid&hl=es-419](https://support.google.com/youtube/answer/2802027?co=GENIE.Platform%3DAndroid&hl=es-419)

Reporta contenido inapropiado

Thank you,

Gloria

---

**From:** Sanchez-Contreras, Gloria

**Sent:** Thursday, April 6, 2023 11:32 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>;  
Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>

**Subject:** RE: Three "hot topics" for Rumor Control for translation

Thank you, Kristin. Can you please send me the link for the updated Spanish landing page? The link to it in the English is not working.

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, April 5, 2023 5:46 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: Three "hot topics" for Rumor Control for translation

Hi Gloria,

The Spanish versions of the Rumor Control pages have all been updated. Please review and make sure the content is accurate. There is information on the landing page (text in grey box) and COVID-19 page (intro paragraph that Brooke sent last week) that still needs to be translated. Please send the translations to me once they are done.

Also, the English version of the social media buttons are up on the page. Please send me the Spanish versions of the buttons as soon as possible so I can add them to the page.

Let me know if you have any questions.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>  
**Sent:** Friday, March 31, 2023 2:22 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: Three "hot topics" for Rumor Control for translation

Hi Kristen,

I have updated the metadata for each page and the language links, so they link to each mirror page.

Attached is the translation for the landing page.

Thank you,

Gloria

---

**From:** Sanchez-Contreras, Gloria  
**Sent:** Thursday, March 30, 2023 3:42 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** RE: Three "hot topics" for Rumor Control for translation

Thank you, Kristin. I will review them and add the metadata, once I see what we are using for the English pages.

Thank you,

Gloria

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Thursday, March 30, 2023 3:30 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>  
**Subject:** FW: Three "hot topics" for Rumor Control for translation

Hi Gloria and Sandy,

The translated subject-specific pages have been created and can be viewed by clicking on the below links:

- <http://wcms-internet.fda.gov/news-events/control-de-rumores/datos-veridicos-sobre-el-covid-19>
- <http://wcms-internet.fda.gov/news-events/control-de-rumores/datos-veridicos-sobre-el-protector-solar>
- <http://wcms-internet.fda.gov/news-events/control-de-rumores/datos-veridicos-sobre-los-suplementos-nutricionales>

Each page has English content that needs to be translated and missing metadata information (detailed description). [@Sanchez-Contreras, Gloria](#) – can you please send me the missing information for these pages?

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Shazor, Kristin  
**Sent:** Thursday, March 30, 2023 12:56 PM  
**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>; Walsh, Sandy

<[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>;  
Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Three "hot topics" for Rumor Control for translation

Thanks Gloria!

Please provide the following metadata for each page:

**Detailed Description**

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Sent:** Wednesday, March 29, 2023 5:57 PM

**To:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>;  
Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>;  
Rebello, Heidi <[Heidi.Rebello@fda.hhs.gov](mailto:Heidi.Rebello@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>

**Subject:** RE: Three "hot topics" for Rumor Control for translation

Hi Sandy,

Please find attached translations for these documents. Let me know if there is any additional content that needs to be translated.

Thank you,

Gloria

---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Sent:** Thursday, March 23, 2023 4:41 PM

**To:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Leggin,  
Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Guevara,  
Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>

**Subject:** Three "hot topics" for Rumor Control for translation

Hi Gloria,

Here are the cleared files of the first three "hot topics" for the new Rumor Control page for translation.

- COVID-19
- Dietary Supplements
- Sunscreen

 [Covid rumors FINAL 032123.docx](#)

 [Rumor Control Dietary Supplements FINAL 032323.docx](#)

 [Sunscreen Facts FINAL 032023.docx](#)

**Sandy Walsh**

*Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Office: 301-796-4669

Mobile: (b) (6)

[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)



**From:** [Morris, Steven](#)  
**To:** [Shazor, Kristin](#); [Staton, Anna](#)  
**Cc:** [Walsh, Sandy](#)  
**Subject:** Re: Thumbnail size  
**Date:** Friday, February 17, 2023 1:47:23 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image001.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.png](#)  
[image014.png](#)  
[image015.png](#)

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Thanks Kristin. I'll make the adjustments to the images.

--

**Steve Morris** (he/him)

*Visual Information Specialist*

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Date:** Friday, February 17, 2023 at 1:44 PM

**To:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>, Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** RE: Thumbnail size

Hi all,

Please see the attached email for the requested information.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Morris, Steven <Steven.Morris@fda.hhs.gov>  
**Sent:** Friday, February 17, 2023 10:52 AM  
**To:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>; Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Cc:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Subject:** Re: Thumbnail size

Thanks Kristin.

So I can make them at our 1200x675 and Drupal will do the rest?

--

**Steve Morris** (he/him)

Visual Information Specialist

Office of Editorial & Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Tel: (301) 837-7423 (b) (6)

[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)



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**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Date:** Friday, February 17, 2023 at 10:44 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>, Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Subject:** RE: Thumbnail size

Hi Anna,

Just use the regular dimensions and Drupal will resize.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Sent:** Friday, February 17, 2023 8:26 AM

**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>

**Cc:** Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>

**Subject:** Thumbnail size

Hey Kristin, do you happen to know the size for the thumbnail graphics we'll need for the redesigned Rumor Control page? We weren't sure on the sizing Thanks!

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Guevara, Bessy](#)  
**To:** [Mulieri, Chris](#)  
**Cc:** [Shazor, Kristin](#)  
**Subject:** RE: Today's misinfo meeting  
**Date:** Tuesday, May 30, 2023 10:04:38 AM  
**Attachments:** [image001.png](#)

---

Yes. Aja is on the agenda for AdWords overview

---

**From:** Mulieri, Chris <Charles.Mulieri@fda.hhs.gov>  
**Sent:** Tuesday, May 30, 2023 9:53 AM  
**To:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Cc:** Shazor, Kristin <Kristin.Shazor@fda.hhs.gov>  
**Subject:** RE: Today's misinfo meeting

Hi Bessy. I can share the data I shared on Thursday. Aja is also doing adwords correct?

---

**From:** Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Sent:** Tuesday, May 30, 2023 9:37 AM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Cc:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Subject:** Today's misinfo meeting

Good morning!

Checking in. Per our Thursday meeting, just want to confirm we'll have someone (Krisitin?) present on the Rumor Control relaunch metrics at today's meeting. I appreciate your running through them with the smaller group, and I think the larger group would appreciate the insight.

Thank you.

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

**U.S. Food and Drug Administration**

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



**From:** [Shazor, Kristin](#)  
**To:** [Staton, Anna](#)  
**Cc:** [Walsh, Sandy](#); [Mulieri, Chris](#); [Guevara, Bessy](#)  
**Subject:** RE: Update to Rumor Control page  
**Date:** Wednesday, November 9, 2022 4:01:46 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Sure, no problem! The page has been published.

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, November 9, 2022 3:49 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Update to Rumor Control page

Yes, thank you so much!

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, November 9, 2022 3:41 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Update to Rumor Control page

I made the requested edit. Would you like me to publish the page?

Thanks,

**Kristin Shazor, MSHA**

**Web & Digital Services**

Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, November 9, 2022 3:12 PM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Update to Rumor Control page

Sounds good. This one appears twice I think **Why should I get the updated COVID-19 vaccine now?** Can we delete one and add the one abt pregnant women back in?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Wednesday, November 9, 2022 3:09 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Update to Rumor Control page

Hi Anna,

For a greater user experience, I think it will be best for us to stick to two rows of videos since we have the link to the video library posted. Here's the draft of the page - [Rumor Control | FDA](#)

Let me know if you are fine with this change and if you are ready for me to publish.

Thanks,

**Kristin Shazor, MSHA**  
Web & Digital Services  
Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Wednesday, November 9, 2022 7:45 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Update to Rumor Control page

Sure, let's remove If I had COVID-19, why do I still need to get vaccinated or need a booster? and Do the current COVID-19 vaccines work?

Will that help?

---

**From:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Sent:** Tuesday, November 8, 2022 3:20 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** RE: Update to Rumor Control page

Hi Anna,

Are we able to remove some of the older videos since we have the link to the playlist on the page? Add these videos are causing the page to look weird. It's best to post them in multiples of 3. Please advise.

Thanks,

**Kristin Shazor, MSHA**

Web & Digital Services

Tel: 202-527-5006

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Tuesday, November 8, 2022 11:59 AM  
**To:** Shazor, Kristin <[Kristin.Shazor@fda.hhs.gov](mailto:Kristin.Shazor@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>  
**Subject:** Update to Rumor Control page

Hi Kristin,

Can we please add these new COVID JAMs on [Why should I get my child an updated COVID-19 vaccine?](#) and [Why should I get the updated COVID-19 vaccine now?](#) to the [Rumor Control video gallery?](#)

You can delete this one that's there now, since the one I link to above is more recent: **Why should I get one of the updated COVID-19 vaccine boosters?**

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Guevara, Bessy](#)  
**To:** [Walsh, Sandy](#)  
**Cc:** [Staton, Anna](#); [Henriques, Maria](#); [Leggin, Brooke](#)  
**Subject:** RE: Updated Cleared - New dietary supplements section and COVID for Rumor Control page  
**Date:** Wednesday, March 8, 2023 11:21:38 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Hi,

Please send through OCC. Here's the link: [☐\\_Rumor Control Revamp](#)

Thank you!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

U.S. Food and Drug Administration

Cell: (b) (6)

[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)



---

**From:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Sent:** Wednesday, March 8, 2023 11:02 AM  
**To:** Guevara, Bessy <Bessy.Guevara@fda.hhs.gov>  
**Cc:** Staton, Anna <Anna.Staton@fda.hhs.gov>; Henriques, Maria <Maria.Henriques@fda.hhs.gov>; Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** Updated Cleared - New dietary supplements section and COVID for Rumor Control page

Hi Bessy,

I know you have your hands full this week. This is all ready for OCC, would it be easier if I send it along to them or would you prefer to? (We swapped vaping for sunscreen and will use vaping during another rotation.)

Remind me, is there a sharepoint I should add these to for Misinfo/Rumor Control?

Sandy

---

**From:** Walsh, Sandy

**Sent:** Tuesday, February 21, 2023 10:39 AM

**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>; Guevara, Bessy <[Bessy.Guevara@fda.hhs.gov](mailto:Bessy.Guevara@fda.hhs.gov)>; Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>; Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>

**Cc:** Sanchez-Contreras, Gloria <[Gloria.Sanchez-Contreras@fda.hhs.gov](mailto:Gloria.Sanchez-Contreras@fda.hhs.gov)>

**Subject:** Cleared - New dietary supplements section and COVID for Rumor Control page

Hi,

Here is the Center-cleared Rumor Control content for 2 of the 3 “hot topics” -- **COVID** and **Dietary Supplements** - As noted we’re waiting for CTP to finish review of the Vaping information. (Copying Gloria as an FYI but noting this is not yet final.) I recommend we run all of this by OCC when it is all cleared, then should proofread it all well and make sure it is all formatted the same to make it as easy as possible for Kristin.

Bessy, do you have a SP you want to add these to, with all the RC materials?

Thank you.

**From:** [Henriques, Maria](#)  
**To:** [Leggin, Brooke](#)  
**Subject:** RE: Updating rumor control info on vaccines  
**Date:** Thursday, April 20, 2023 11:44:00 AM  
**Attachments:** [image002.png](#)  
[image008.png](#)

---

Thanks, Brooke. Happy to have your expertise

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Sent:** Thursday, April 20, 2023 11:42 AM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Subject:** RE: Updating rumor control info on vaccines

I made some suggested tweaks/edits in Track Changes that I would feel comfortable just posting, but that's just me....

[Redacted text block] (b) (5)

---

**From:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Sent:** Thursday, April 20, 2023 11:18 AM  
**To:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** Updating rumor control info on vaccines

Hi, Brooke.

I checked the latest version of the rumor control info on vaccines, and the mentions of boosters look current based on the announcement this week (basically they are in historical context). Since you are familiar with all the nuance the new messaging, could you take a look and see if there is anything here that needs to change?

 [Covid rumors FINAL 032123.docx](#)

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)

Office of External Affairs

U.S. Food and Drug Administration

[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Leggin, Brooke](#)  
**To:** [Henriques, Maria](#); [Walsh, Sandy](#)  
**Subject:** RE: Vaccine Safety - One Pager from SES  
**Date:** Wednesday, March 22, 2023 1:04:13 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

Yes, thanks, I will be interested to hear what CBER thinks.

---

**From:** Henriques, Maria <Maria.Henriques@fda.hhs.gov>  
**Sent:** Wednesday, March 22, 2023 12:54 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>  
**Cc:** Leggin, Brooke <Brooke.Leggin@fda.hhs.gov>  
**Subject:** RE: Vaccine Safety - One Pager from SES

Good to have this, Sandy. Thanks for sharing. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

2019 Novel Coronavirus (COVID-19) Incident Management Group (IMG)  
Office of External Affairs  
U.S. Food and Drug Administration  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



---

**From:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Sent:** Wednesday, March 22, 2023 12:34 PM  
**To:** Henriques, Maria <[Maria.Henriques@fda.hhs.gov](mailto:Maria.Henriques@fda.hhs.gov)>  
**Cc:** Leggin, Brooke <[Brooke.Leggin@fda.hhs.gov](mailto:Brooke.Leggin@fda.hhs.gov)>  
**Subject:** FW: Vaccine Safety - One Pager from SES

This is a rough draft of what Dayle is working up for HCPs - you don't need to do anything. But just sharing for concept. I know it needs some editing/massaging but we're not there yet.

---

**From:** Cristinzio, Dayle <[Dayle.Cristinzio@fda.hhs.gov](mailto:Dayle.Cristinzio@fda.hhs.gov)>  
**Sent:** Wednesday, March 22, 2023 11:53 AM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>  
**Cc:** Mathew, Stacy <[Stacy.Mathew@fda.hhs.gov](mailto:Stacy.Mathew@fda.hhs.gov)>  
**Subject:** FW: Vaccine Safety - One Pager

Hi there. In advance of our CBER meeting tomorrow, attached is a draft version of what we were envisioning for our Myth vs. Fact sheet. Would love feedback from you.

**Dayle Lewis Cristinzio (she, her, hers)**

Director, Stakeholder Engagement

Office of External Affairs

U.S. Food and Drug Administration

(t) 301.796.8898 | (m) 202.430-9745

[dayle.cristinzio@fda.hhs.gov](mailto:dayle.cristinzio@fda.hhs.gov)



**From:** [Frantz-Bohn, Susan](#)  
**To:** [Staton, Anna](#); [Mulieri, Chris](#); [Braithwaite, Sonia](#)  
**Cc:** [Walsh, Sandy](#); [Wasserman, Jill](#); [Morris, Steven](#)  
**Subject:** RE: Vaccine vial image on rumor control page  
**Date:** Friday, August 26, 2022 3:10:51 PM  
**Attachments:** [image001.png](#)  
[image007.png](#)

---

CBER's thanks, too!

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, August 26, 2022 3:06 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** RE: Vaccine vial image on rumor control page

Thanks!

---

**From:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>  
**Sent:** Friday, August 26, 2022 3:06 PM  
**To:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** Re: Vaccine vial image on rumor control page

Anna - this is updated. Thank you.

Chris Mulieri  
240 997-0541

---

**From:** Staton, Anna <[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)>  
**Sent:** Friday, August 26, 2022 2:38:35 PM  
**To:** Mulieri, Chris <[Charles.Mulieri@fda.hhs.gov](mailto:Charles.Mulieri@fda.hhs.gov)>; Braithwaite, Sonia <[Sonia.Braithwaite@fda.hhs.gov](mailto:Sonia.Braithwaite@fda.hhs.gov)>  
**Cc:** Walsh, Sandy <[Sandy.Walsh@fda.hhs.gov](mailto:Sandy.Walsh@fda.hhs.gov)>; Frantz-Bohn, Susan <[Susan.Frantzbohn@fda.hhs.gov](mailto:Susan.Frantzbohn@fda.hhs.gov)>; Wasserman, Jill <[Jill.Wasserman@fda.hhs.gov](mailto:Jill.Wasserman@fda.hhs.gov)>; Morris, Steven <[Steven.Morris@fda.hhs.gov](mailto:Steven.Morris@fda.hhs.gov)>  
**Subject:** Vaccine vial image on rumor control page

Hi Chris and Sonia,

Could the web team please use this attached image in place of the image associated with the COVID-19 vaccines at the bottom of the rumor control page? CBER asked for this change today. Do you need it resized?

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 & (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Walsh, Sandy](#)  
**To:** [Staton, Anna](#); [Morin, Sean](#)  
**Subject:** RE: Videos and Rumor Control  
**Date:** Monday, May 22, 2023 2:16:00 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)

---

Sounds good thanks.

---

**From:** Staton, Anna <Anna.Staton@fda.hhs.gov>  
**Sent:** Monday, May 22, 2023 2:12 PM  
**To:** Walsh, Sandy <Sandy.Walsh@fda.hhs.gov>; Morin, Sean <Sean.Morin@fda.hhs.gov>  
**Subject:** FW: Videos and Rumor Control

Sandy, FYI Nicole said she'll loop us in when they have their next (b) (5) comms meeting. They really want to try to do some consumer oriented comms she said.

Sounds like Jeff wants to find a way to communicate on (b) (5) that might interest consumers. She said it could be as many as (b) (5) showed her the carousel graphics as an example of something new we've tried. Nicole knows we're looking to go w/ less formal videos and that we need at least a month lead time.

Sean, I flagged your script for Nicole to get her read on it.

---

**From:** Staton, Anna  
**Sent:** Monday, May 22, 2023 2:06 PM  
**To:** Ellis, Nicole <[Nicole.Ellis@fda.hhs.gov](mailto:Nicole.Ellis@fda.hhs.gov)>  
**Subject:** Videos and Rumor Control

Great chatting today. Look forward to hearing more about (b) (5)

Here are some notes:

**Rumor Control:** So I spoke too soon, the GovDelivery template for Rumor Control is still in development but I'll flag for you when it goes out. If you all have consumer oriented messaging that might fit on that page just let us know.

**New Consumer Oriented Devices:** I could see us developing a short script for Jeff that our videographer Sean could help him shoot.

**Short Videos:** Here are the videos I mentioned. We're trying to move away from the longer/formal format (e.g., Just a Minute) to something shorter/vertical/casual like these:

- Misinformation videos:  
<https://www.flickr.com/photos/fdaphotos/albums/72177720308180809>
- A good example of the format we'd like to be aiming for:

- [U.S. EPA on Instagram: "EPA is committed to a clean energy future! ⚡ Our Green Power Partnership works with leading organizations who voluntarily use green power ..."](#)
- [U.S. EPA on Instagram: "Our Senior Advisor for Agriculture Rod Snyder joined @epamichaelregan last month on the Guetterman family farm in Bucyrus, Kansas —..."](#)
- [Jeff Jackson on Instagram: "The latest on China and Taiwan"](#)

**OSEL lab project:** One thing I forgot to ask about was the lab photo/video project we're doing with OSEL. Has anyone looped you in to it? We thought Jeff might want to do a short intro for it. Here's an idea we had. Would like your reaction to it! If you have a few minutes  [This is CDRH - Director Overview Video Script.docx](#)

Thanks!

Anna

**Anna Staton, MPA**

*Deputy Director*

Office of Editorial and Creative Services

Office of External Affairs

U.S. Food and Drug Administration

Phone: 301-796-5758 &  (b) (6)

[Anna.Staton@fda.hhs.gov](mailto:Anna.Staton@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Shazor, Kristin](#)  
**Cc:** [Mulieri, Chris](#); [Walsh, Sandy](#)  
**Subject:** Replacing Rumor Control content  
**Date:** Wednesday, June 7, 2023 12:48:11 PM  
**Attachments:** [image008.png](#)  
[image009.png](#)

---

Hi, Kristin.

While (b) (6), Brooke asked me to follow-up with you about replacing the Vaccines CU in the Health Information section of Rumor Control with a link to the Bivalent Vaccines page.

So, instead of:



Please post:

*Image:*

This is the image we used previously on the homepage, it is already in the WCMS



*Text:*

Bivalent COVID-19 Vaccines Provide Broad Protection Against COVID-19

*Link:*

<https://www.fda.gov/emergency-preparedness-and-response/coronavirus-disease-2019-covid-19/covid-19-bivalent-vaccines>

Please let me know if you have any questions. Thank you for your help. – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

**Office of External Affairs**  
**U.S. Food and Drug Administration**  
[maria.henriques@fda.hhs.gov](mailto:maria.henriques@fda.hhs.gov)



**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#)  
**Subject:** Rumor Control bivalent boosters final  
**Date:** Thursday, September 15, 2022 9:35:00 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Hi, Sandy. Here is the cleaned up Rumor Control fact for posting:

 [Bivalent booster rumor FINAL CLEAN.docx](#)

Please let me know who to send this to for web posting.

Sorry for the confusion. I thought from her email yesterday that Lorrie was going to finalize some edits after OCC's review. (I was actually in the middle of cleaning the edits up when she emailed and put things on hold.) That's not the case.

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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**From:** [Guevara, Bessy](#)  
**To:** [Shazor, Kristin](#)  
**Subject:** Rumor Control Demo.pptx  
**Date:** Monday, May 1, 2023 1:34:28 PM  
**Attachments:** [Rumor Control Demo.pptx](#)

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## Rumor Control Revamp

- Redesigned as landing page to include other FDA topics.
  - Landing page now includes 7 main sections
- Intended to enhance ability for sharing specific content.
- Reduced text density and created opportunity for increased visual impact.
- All content on landing page is translated into Spanish. Shareable content (e.g., fact sheets) will be available in five languages: Spanish, Vietnamese, Korean, Tagalog, and Simplified Chinese

- 1 Introduction:** There will be a page introduction featuring the misinformation PSAs on rotation to keep the page fresh.
- 2 Find the Truth:** This box will spotlight a fact when a trending issue arises. When not trending, the button will link to the fact section.
- 3 Learn the Facts:** This section will link to hot topic pages featuring facts addressing misinformation. Hot topics will rotate based on trending issues OR as content is cleared.
- 4 Health Information For You:** This section will spotlight new or existing consumer updates to address trending issues or to promote during specific observances as appropriate.
- 5 What the FDA Does For You:** This section will feature educational FDA basics. Relaunch will feature three YouTube videos about FDA.
- 6 Share the Facts:** This section will list various fact sheets (as they are developed) for stakeholders and consumers to download and share.

(b) (5)

**From:** [Guevara, Bessy](#)  
**To:** [CombatMisinfoGroup](#)  
**Subject:** Rumor Control Rollout Activities  
**Date:** Friday, May 12, 2023 4:42:56 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Team,

Here is the latest timeline for day-of rollout activities. For the full list of next week's activities, please see [Rumor Control Rollout Activities\\_051623.docx](#)

### Tick Tock

*All times tentative/subject to change*

#### DAY OF ROLLOUT

#### **Tuesday, May 16**

**~9:00 a.m.** All PSA Videos publish on YouTube/Flickr (Brad/Val/Antewann)

**~9:05 a.m. WDDS** publishes Rumor Control landing page (English/Spanish) and associated pages (Kristin)

**Navigation:** Rumor Control will be listed on homepage under the RESOURCES AND PROGRAMS section, replacing "What Does FDA regulate?" Additionally, the Rumor Control page will be featured under News and Events, replacing "Public Health Focus".

Will publish FDA.gov homepage image linking to Rumor Control page (Brooke submit image to Kristin to post)

Will publish insideFDA homepage hero image linking to Rumor Control page (Anna to submit to ODT)

**By 10:00 a.m.** Submit narrative about Rumor Control page for FDA Roundup (OECS - Maria)

**By COB - OMA** will issue the FDA Roundup to include information about the new Rumor Control page

- **SES** will conduct targeted outreach via email to top groups list (e.g., from winter misinformation sessions).
- **OECS** will issue a GovDelivery notice to Consumer Subscribers announcing the new Rumor Control page. Including Spanish-language consumer's list.
- **WDDS/Social** will promote the first of the misinformation video PSA series

Please let me know if you have any questions or further changes.

Thank you!

**Bessy Guevara** (She, her, hers)

*Rollout Coordinator, Office of External Affairs*

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**From:** [Henriques, Maria](#)  
**To:** [Walsh, Sandy](#); [Guevara, Bessy](#)  
**Subject:** Rumor Control vaccines and boosters -- updated  
**Date:** Thursday, April 20, 2023 12:02:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Hi, Sandy and Bessy.

Brooke and I looked over the latest version of the rumor control info on vaccines, and flagged changes where we mention boosters based on the announcement this week. We don't think this needs further review, since the meaning hasn't changed.

 [Covid rumors FINAL\\_032123.docx](#)

Thanks – Maria

**Maria L. Henriques** (she/her/hers)

*Writer-Editor*

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