Re: Alliance for Advancing Health Online

[redacted]@fb.com Payton Iheme Tuesday, June 15, 2021 at 7:23:13 PM Eastern Daylight Time
To: jmachleder@usaid.gov Joshua Machleder
Cc: amalessa@usaid.gov amalessa@usaid.gov, akaplan@usaid.gov akaplan@usaid.gov, dparzik@usaid.gov dparzik@usaid.gov, smaguire@usaid.gov smaguire@usaid.gov, bvogt@usaid.gov bvogt@usaid.gov, mmcnulty@usaid.gov mmcnulty@usaid.gov, [redacted]@fb.com Nisha Deolalikar, [redacted]@fb.com Molly Abbruzzese, [redacted]@fb.com Carrie Adams, [redacted]@fb.com Julia Eisman, [redacted]@fb.com Kevin Wysocki

That would be great Josh. I also wanted to flag this given our discussion as I do think it dives in with some of the work that Nisha on our team leads on COVID-19 campaigns.

Best,

Payton

From: Joshua Machleder <jmachleder@usaid.gov>
Date: Tuesday, June 15, 2021 at 7:17 PM
To: Payton Iheme <[redacted]@fb.com>
Cc: "amalessa@usaid.gov" <amalessa@usaid.gov>, "akaplan@usaid.gov" <akaplan@usaid.gov>, "dparzik@usaid.gov" <dparzik@usaid.gov>, "smaguire@usaid.gov" <smaguire@usaid.gov>, "bvogt@usaid.gov" <bvogt@usaid.gov>, "mmcnulty@usaid.gov" <mmcnulty@usaid.gov>, Nisha Deolalikar <[redacted]@fb.com>, Molly Abbruzzese <[redacted]@fb.com>, Carrie Adams <[redacted]@fb.com>, Julia Eisman <[redacted]@fb.com>, Kevin Wysocki <[redacted]@fb.com>
Subject: Re: Alliance for Advancing Health Online

Thanks, Payton.

This looks like an exciting initiative and we are more than happy to share the RFP with our USAID colleagues and networks, specifically with our USAID/Global Health colleagues, who can share widely with their networks.

Best,

Josh

On Tue, Jun 15, 2021 at 4:41 PM Payton Iheme <[redacted]@fb.com> wrote:

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

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

As our first activity together, Alliance partners launched a newFund that will provide grants to researchers and organizations for projects that explore how to use social media and digital platforms to build confidence in and drive uptake of vaccines. We'd be grateful for any help you can provide in disseminating the RFP with your network, as we are eager to attract a broad and diverse range of proposals.

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

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

Best,

Payton and team



Payton Iheme

U.S. Public Policy

Facebook

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Josh Machleder (*he / him/ his*)

Senior Media and Internet Freedom Advisor

USAID | Center of Excellence on Democracy, Human Rights and Governance
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Attachments:

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