

**From:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID)  
**Sent:** Thu, 8 Oct 2020 12:11:06 +0000  
**To:** Irene Jay Liu  
**Cc:** Joie Goh;trin Three;Chelsea Sim  
**Subject:** Re: Thank you Elisabeth! - TMS 2020  
**Attachments:** wanted-infodemic-unicorns.jpg

Hi Irene,

I actually met Alexios and Claire together over a year ago when they were at TED. Alexios is a cool dude!

The link, describe and even video for the unicorn program are below. Even if people feel like they don't quite fit the mold, I urge them to apply—we need diversity of experiences and skills to successfully combat the waves of misinformation that a new COVID-19 vaccines or vaccines will bring about. The world and ending this pandemic depends on this piece in context of a robust public health response and more medical and behavioral interventions in our arsenal.

Thanks for the signal boost! ☐

Video link: <https://www.youtube.com/watch?v=X5HD96LuW9M>

Short description:

Infodemic manager unicorns sought! Apply for WHO's first comprehensive global training on tracking, analyzing and addressing misinformation that affects people's health behaviors and help health systems respond more effectively to COVID-19. Searching for people with public health, digital, behavioral, data, and communications skills. Apply today! Deadline is October 18: <https://www.who.int/news-room/articles-detail/call-for-applicants-for-1st-who-training-in-infodemic-management>

Please don't hesitate to reach out if you have any further questions.

Lis

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**From:** Irene Jay Liu <irenejay@google.com>  
**Sent:** Thursday, October 8, 2020 6:55:45 AM  
**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <nla5@cdc.gov>  
**Cc:** Joie Goh <joiegoh@themasterplan.com.sg>; trin Three [REDACTED (b)(6)]; Chelsea Sim <chelseasim@themasterplan.com.sg>  
**Subject:** Re: Thank you Elisabeth! - TMS 2020

Hi Elisabeth,

Thanks so much for giving such a dynamic keynote! I know it sparked a lot of interest among participants - I received a lot of requests to be able to replay your presentation from participants, so thank you for allowing us to share to attendees!

Would you mind resharing the link to the unicorn program? I'll send a follow up email and include it in the link.

Also, I don't know if you've had a chance to meet my colleague Alexios Mantzaris, but he's working on programs to counter immunization misinfo so I'd love to introduce you, if you're interested!

Thanks,  
Irene

On Thu, Oct 8, 2020 at 11:49 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <nla5@cdc.gov> wrote:

Oh that makes me want to laugh hysterically.

You're talking to the new vaccine confidence strategist for USG. Send good thoughts toward me, I shall need them. ☐

Have a great day, Joie and colleagues!

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

| [Deployed to CDC Vaccine Task Force in Vaccine Confidence Team as Vaccine Confidence Strategist](#)

**Day Job:** Demand for Immunization Team, Global Immunization Division, CDC

M: (b)(6)

E: [nla5@cdc.gov](mailto:nla5@cdc.gov)

**From:** Joie Goh <[joiegoh@themasterplan.com.sg](mailto:joiegoh@themasterplan.com.sg)>

**Sent:** Wednesday, October 7, 2020 11:48 PM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <[nla5@cdc.gov](mailto:nla5@cdc.gov)>

**Cc:** Irene Jay Liu <[irenejay@google.com](mailto:irenejay@google.com)>; trin Three <(b)(6)>; Chelsea Sim <[chelseasim@themasterplan.com.sg](mailto:chelseasim@themasterplan.com.sg)>

**Subject:** Re: Thank you Elisabeth! - TMS 2020

Got it!

I hope you got to catch some ZZZ's these few days!

Joie Goh

Assistant Project Manager | The MasterPlan | m: (b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Thu, Oct 8, 2020 at 11:44 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <[nla5@cdc.gov](mailto:nla5@cdc.gov)> wrote:

I'm good without it, thank you for asking. ☐

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

| Deployed to CDC Vaccine Task Force in Vaccine Confidence Team as Vaccine Confidence Strategist

**Day Job:** Demand for Immunization Team, Global Immunization Division, CDC

**M:** (b)(6)

**E:** [nla5@cdc.gov](mailto:nla5@cdc.gov)

**From:** Joie Goh <[joiegoh@themasterplan.com.sg](mailto:joiegoh@themasterplan.com.sg)>

**Sent:** Wednesday, October 7, 2020 11:40 PM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <[nla5@cdc.gov](mailto:nla5@cdc.gov)>

**Cc:** Irene Jay Liu <[irenejay@google.com](mailto:irenejay@google.com)>; trin Three <(b)(6)>; Chelsea Sim <[chelseasim@themasterplan.com.sg](mailto:chelseasim@themasterplan.com.sg)>

**Subject:** Re: Thank you Elisabeth! - TMS 2020

Hey Elisabeth,

Got it! Thanks for letting us know.

Would you want us to edit and send you your individual video?

Let me know!

Joie Goh

Assistant Project Manager | The MasterPlan | m: (b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

On Thu, Oct 8, 2020 at 11:23 AM Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <[nla5@cdc.gov](mailto:nla5@cdc.gov)> wrote:

Hi Joie,

Thanks for reaching out and thanks for keeping all the plates spinning in the air for this very thoughtfully constructed event.

I got permission to present due it being a closed conference so I'm afraid I won't be able to have made it public. Closed loop works fine though. ☐

Thanks for the kind thought of token of appreciation but I'll be unable to accept it as a US government employee.

I hope that the rest of the conference went swimmingly and that you all caught up on sleep!

Please don't hesitate to reach out if you have any further questions.

Sincerely,

**Elisabeth Wilhelm**

*Health Communications Specialist*

| [Deployed to CDC Vaccine Task Force in Vaccine Confidence Team as Vaccine Confidence Strategist](#)

**Day Job:** Demand for Immunization Team, Global Immunization Division, CDC

**M:** (b)(6)

**E:** [nla5@cdc.gov](mailto:nla5@cdc.gov)

**From:** Joie Goh <[joiegoh@themasterplan.com.sg](mailto:joiegoh@themasterplan.com.sg)>

**Sent:** Wednesday, October 7, 2020 1:59 AM

**To:** Wilhelm, Elisabeth (CDC/DDPHSIS/CGH/GID) <[nla5@cdc.gov](mailto:nla5@cdc.gov)>

**Cc:** Irene Jay Liu <[irenejay@google.com](mailto:irenejay@google.com)>; trin Three (b)(6) Chelsea Sim

<[chelseasim@themasterplan.com.sg](mailto:chelseasim@themasterplan.com.sg)>

**Subject:** Thank you Elisabeth! - TMS 2020

Hello Elisabeth!

Thank you again for being a part of the Trusted Media Summit. Your presentation definitely added value to our event this year!

We've a few logistical questions for you:

1. We are wondering whether you'd be ok with us taking your TMS talk and making it available to participants to view as a replay? There are a few options and we'd like to hear what you are comfortable with (we can do all or none of the following):

- We make it available only to registered participants via a closed YT channel or some other format.
- We edit the video and then make it available on a YT channel that is open to a more public forum
- We edit your individual video and give it to you to post on your own platforms.

2. We'd like to send you a little token of appreciation for participating in TMS 2020.

- Could you send us your complete mailing address for this?

Hope to hear from you soon!

Thank you

Joie Goh

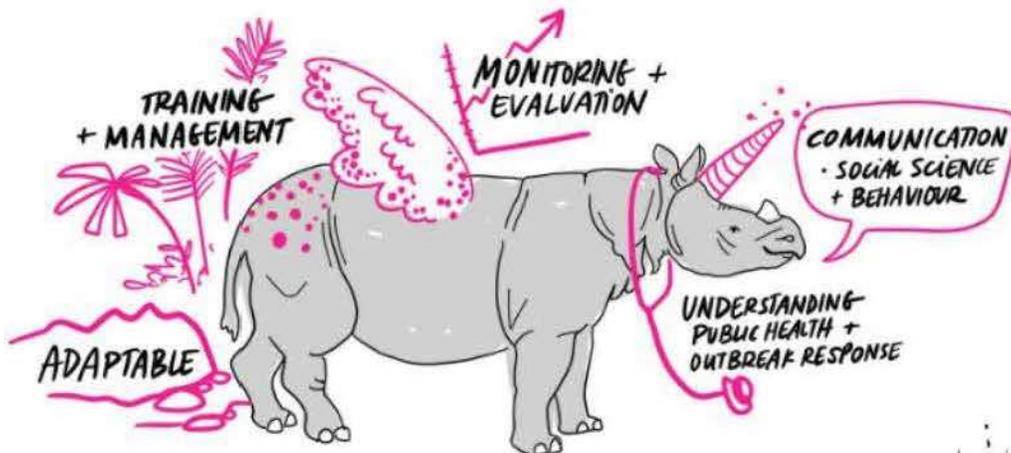
Assistant Project Manager | The MasterPlan | m:

(b)(6)

45 Jalan Pemimpin, Foo Wah Industrial Building, #07-00B, S577197

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## WANTED: INFODEMIC MANAGER UNICORNS



### Call for applicants for 1st WHO training in infodemic management

**DEADLINE:**

**OCT 18**

Recruiting the first global cohort of Infodemic Managers to support health authorities in addressing the COVID-19 infodemic and strengthen community resilience against misinformation.



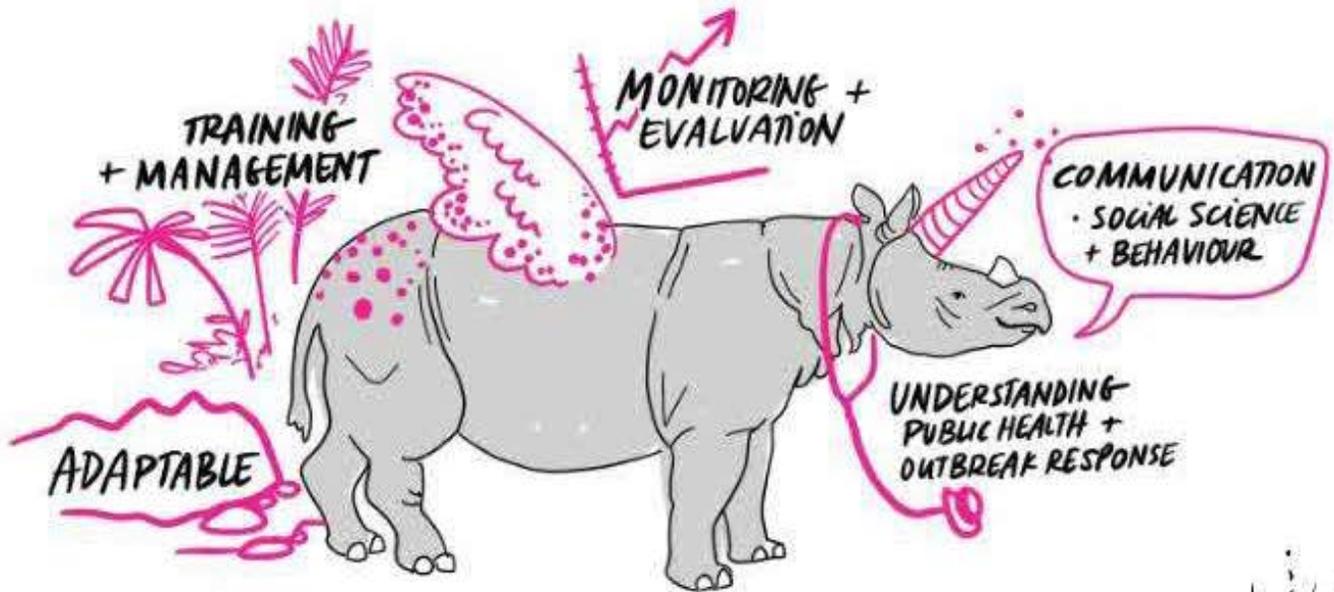
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**SCAN AND APPLY!**

# WANTED: INFODEMIC MANAGER UNICORNS



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