CDC is awarding $10M to the CDC Foundation (CDCF) to support organizations addressing misinformation, promoting accurate information, and building vaccine confidence on social media for racial and ethnic communities experiencing vaccination disparities.

**CDCF to Convene and Fund Partners to Mitigate Misinformation, Promote Accurate Information, and Build Vaccine Confidence**

**Program At-A-Glance**

- **Social Media Conversation**
- **Social Media Listening and Understanding**
- **Social Media Platform Policy, Advocacy, and Accountability**
- **Intervention/ Fact-Checking**
- **Proactive Culturally Relevant Messaging**

**Interventions at Each Level**

- Partners monitor, identify, and assess information circulating online regarding vaccine hesitancy.
- Media organizations (e.g., social media, TV, radio) and platforms develop grassroots advocacy campaigns to avoid spreading misinformation.
- Organizations intervene to debunk misinformation in media through fact-checking capabilities, citing resources, and behavioral interventions.
- Media and advertising agencies provide affirmative messages and information to reach audiences through multiple channels (e.g., content creation, campaigns, influencers, etc.) with culturally competent, relevant content.

**Better Informed Individuals**

**Confronting the Misinformation Pandemic in Black and Hispanic/Latino Communities**

As a part of the Partnering for Vaccine Equity program, CDC is awarding CDCF with $10M to fund sub-grantees, including marketing experts, multi-media agencies, public health information experts, and grassroots accountability organizations.

**Collaborating with UnidosUS to Coordinate Social Media Partners to Amplify Insights and Promising Practices**

Through regular convening and resource-sharing, including with UnidoUS’ social media contractor Upstreamers, CDCF’s sub-grantees will contribute to CDC’s evidence base of effective interventions and insights, and culturally relevant social media materials to help accelerate work of sub-grantees in other programs.

https://www.cdc.gov/vaccines/health-equity/