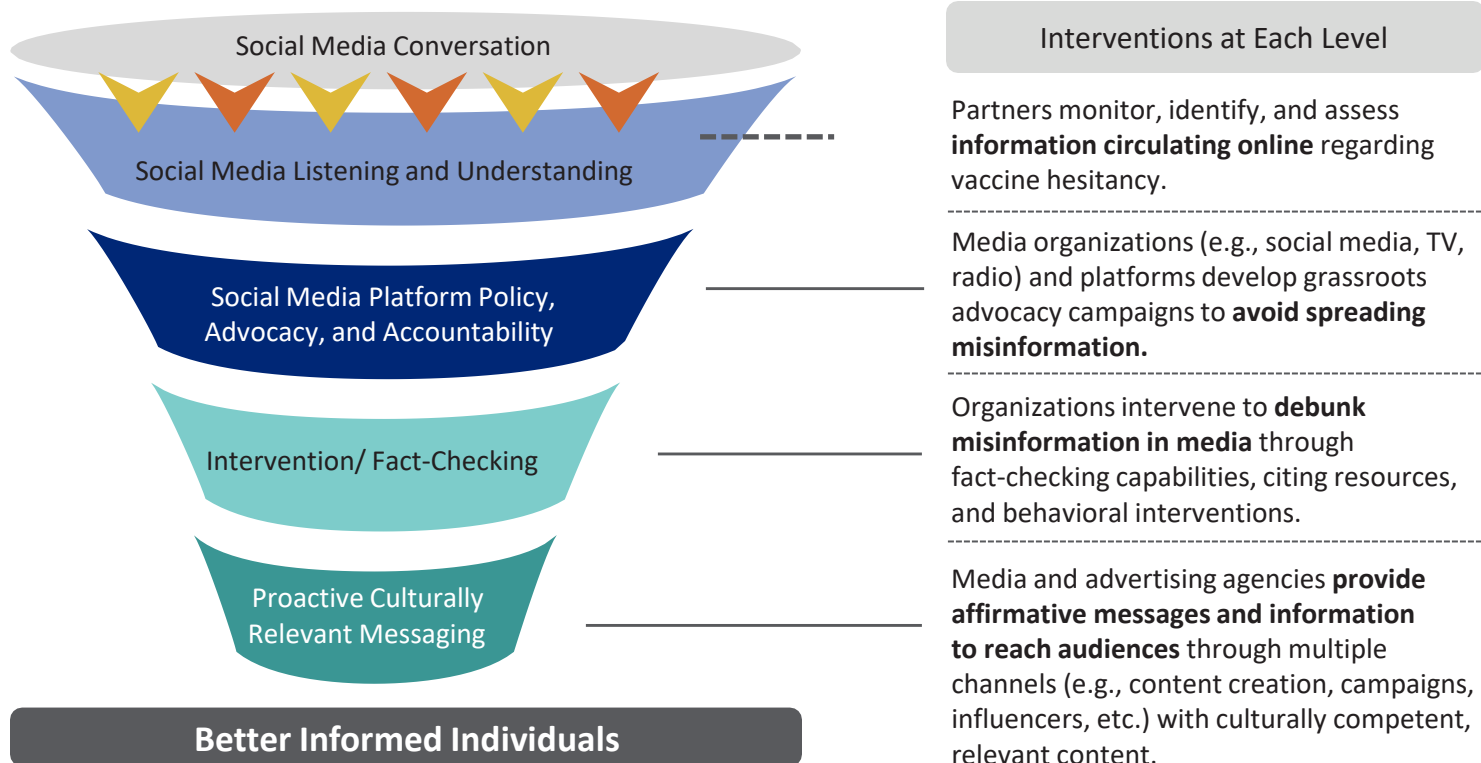


Mitigating Effects of Vaccine Misinformation on Social Media in Racial and Ethnic Minority Communities

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



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/>

