

THE VACCINE QUESTION

VACCINE ADOPTION IS CRITICAL TO A GLOBALLY HEALTHY PUBLIC AND ECONOMY

An August 2020 [Gallup poll](#) suggests that 1 in 3 U.S. citizens would not take a vaccine for COVID19 if it were available now. In the current post-fact communications environment, where [1 in 5](#) Americans get their news from social media, information delivered by medical experts is being met with extreme resistance by a large number of global citizens.

According to the [MIT Technology Review](#), in the months spanning January to May, Facebook pages spreading health misinformation received over 3.8 billion views. [Facebook](#) and Instagram also removed more than 7 million "pieces of harmful COVID-19 misinformation" and put "warning labels" on 98 million "pieces of COVID-19 misinformation" through July.

Tomorrow.Life's Vaccine Project is requesting funding to counteract misinformation with culturally relevant information on U.S. and global social platforms that can rebuild crucial trust with communities who are especially vulnerable to COVID19. "The Vaccine Question" exemplifies the power of truth in filmmaking. We bring together story-teams with expert voices, professional filmmakers, and community influencers. Films will be made from within a community, acknowledging people's real concerns about the "warp" speed of COVID19 vaccine development, mistrust in the medical establishment, and the relative risk of vaccines.

Our novel storytelling technology gives public agency to the exploration of fact-based storylines, developing a broader understanding of how vaccine science works and the natural role that vaccines play to keep communities healthy, while combating misinformation.

If an FDA-approved vaccine to prevent coronavirus/COVID-19 was available right now at no cost, would you agree to be vaccinated?

GALLUP PANEL, JULY 20-AUG. 2, 2020

| | Yes | No |
|---------------------|-----|----|
| | % | % |
| All Americans | 65 | 35 |
| Men | 65 | 35 |
| Women | 65 | 35 |
| Democrats | 81 | 19 |
| Independents | 59 | 41 |
| Republicans | 47 | 53 |
| White Americans | 67 | 33 |
| Non-White Americans | 59 | 41 |



EXPLORE THE SCIENCE AND FILM THE FUTURE

TOMORROW.LIFE

We are seeking to facilitate a new and diverse kind of science communication through distributive filmmaking. For our inaugural project, *The Vaccine Question*, we will team them with top science leaders. from the Centers for Disease Control (CDC), World Health Organization (WHO), and Food and Drug Administration (FDA). Our communicators will create true, human stories about the technology that shapes the future.

| BOARD | TEAM |
|--|--|
|  <p>George Church GENETIC PIONEER Harvard Medical School MIT</p> |  <p>Steve Burns STRATEGIC LEADER (Formerly) Chief Content Officer, CuriosityStream Executive Vice President, NatGeo Executive Vice President, Discovery General Manager, Science Channel</p> |
|  <p>Marques D. Anderson TECHNOLOGY ENTREPRENEUR Founder - World Education Fund</p> |  <p>Samira Kiani DIRECTOR Associate Professor School of Medicine Pittsburgh Liver Research Center University of Pittsburgh</p> |
|  <p>W. Wilder Knight II COUNSEL Pryor Cashman LLP Entertainment Division</p> |  <p>Cody Sheehy CO-DIRECTOR CEO Filmstacker, Inc Head of Video Production, Rhumbline Media</p> |
| |  <p>Marcia Fiamengo PROGRAM MANAGER Director of Educational Development and Partnerships Filmstacker</p> |

We believe that there is a breakdown of trust in science because, (1) the rate of scientific progress exceeds the rate the society can understand it and (2) that new technologies have the power to radically reshape future societies positively or negatively. Tomorrow.life seeks to involve scientists and passionate science communicators who can together influence the future in a positive science-based direction. **Our goal** is to foster a two-way debate that helps the public to appreciate science while also involving scientists in the larger societal debate of how we shape the collective future of society.

Film has an incredible power to reach diverse communities and change opinions. Our program will allow dispersed teams of filmmakers and scientists to explore a topic together and engage the public in shaping the final story. We are exponentially building a broader audience through a digital experience of community-generated short form films. The films will be accessible to the public with interactive elements and source material, putting them in the editor’s chair to create further science content.

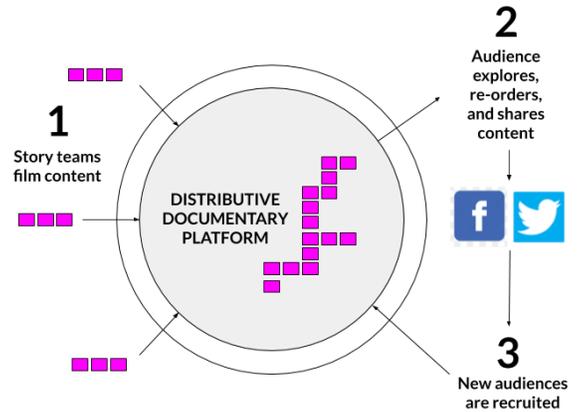
Our multi-year quest is to propagate factual science content focused on topics of importance that will have a public impact.

The Vaccine Question | Genomic Revolution
Valley of Shadow | Commercial Spaceflight

HOW *The Vaccine Question* WORKS

TEN TEAMS, UNLIMITED STORIES

Each story team will be composed of a professional filmmaker from a specific community, a scientist and a prominent community influencer. Teams will work collaboratively to implement 8 minute factual films. Each film represents a unique attempt to reach an audience segment. As audience members from Facebook and Twitter watch, innovative technology provides the ability to dynamically explore the entirety of *The Vaccine Question*. New content will be discovered by viewers, ultimately allowing crafting of their own custom film that best resonates with their personal social network, thus creating the exponential reach of the Tomorrow.life initiative, *The Vaccine Question*.



This short [video](#) explains our collaborative online distribution strategy.

Internationally, even those, who generally support vaccination, are worried about the speed of development with the COVID19 vaccine, may take a “wait and see approach.” By narrowing our audience to demographics especially vulnerable to COVID19 who may receive the vaccine first, we aim to have a significant and early impact on adoption. Tomorrow.life will recruit story teams from these communities who are in a position to effectively rebuild potentially life-saving trust in medical experts.



Photo courtesy of Karolina Grabowska

TEN REAL CONCERNS

ONE DYNAMIC RESPONSE

The Vaccine Question will dispatch teams to create films that address real concerns across many demographic groups.

Warp-Speed. The average speed of vaccine development is 8 years. Producing a COVID19 vaccine within a year, means a drastic change in development.

It's Never Been Tested. The days of injecting a half dead virus may be over. Leading vaccines being developed in the United States, some of which are based on mRNA and Adenovirus, are exploring new territory.



Photo courtesy of Kaiserlicht

How Vaccines Are Made. How is the COVID vaccine being made? How is it distributed? What are the alternatives? Dive into the fascinating world of a global health response.

Infodemic. Go inside the tech companies to understand how misinformation travels faster on social media than the actual virus and what these companies are doing about it.

The Vaccine War. Step inside the quick response social media teams that push back against internationally orchestrated anti-vaccination attacks.

You First. Minority populations have often been the first tested before safety of drugs and vaccines were established. Is it different this time? A deep dive into who gets the vaccine first and why.

Strange Bedfellows. Looking into the anti-vaccine movement, far left and far right groups find common cause. On the left, the concern is that vaccines aren't natural. On the right, government conspiracy reigns. This infodemic is spreading globally.

The Messenger. Empathy in how vaccine awareness is delivered by health care providers makes a difference. Go to the front lines with the doctors who care.



Photo courtesy of U.S. Air Force photo, Ilka Cole

Lock-Down. The stay-at-home orders reduced visits to doctors' offices for regular vaccinations. This lapse is dangerous, especially now that children are going back to school.

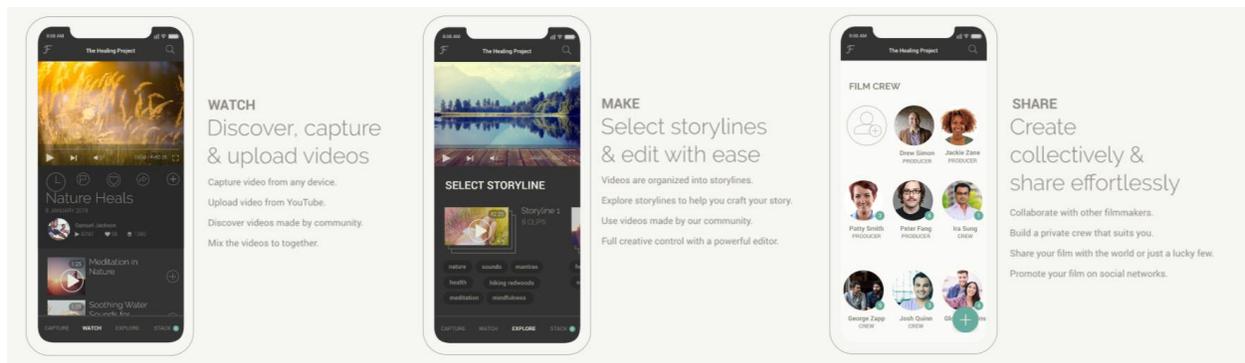
Wait and See. There could be some real reasons to wait for others to try the vaccine first. Normal trials take years to complete. Is it safer to wait it out?

DISTRIBUTION

IMPACT PARTNERS

Tomorrow.life takes place entirely online and is made of video clips from distributed locations around the world.

Our innovative video sharing technology partner, [Filmstacker](#), is a cloud-based video platform designed for collaborative teams to work together. The application runs on smart-phones, desktop, and reduces the barrier to entry for filmmaking. Created films are posted on Tomorrow.life and can be easily distributed to Facebook and Twitter.



Graphic courtesy of Filmstacker, Inc

Our live launch, in March of 2021, will be a global science filmmaking celebration with our partner, [SciFilmIt](#). Since 2016, SciFilmIt has led the production of over 60 short films through guided workshops, growing a community of scientists and filmmakers who point out the high quality of the events and the intense and positive emotional experience.

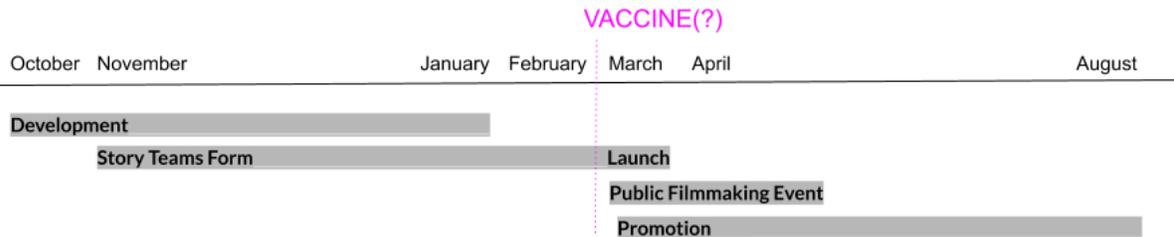
The American Association for the Advancement of Science ([AAAS](#)) and the Geneva Science and Diplomacy Anticipator [GESDA](#) in Switzerland have also joined as impact partners. Many others in the media, science, and non-profit sectors will be recruited as the project develops. This network of supports will amplify our distribution online.



Photo courtesy of Adobe Stock

COUNTDOWN

TO THE VACCINE



Development (October - Jan 2021): We continue our research, recruiting impact partners, fund raising, and further infrastructure development.

Story Teams Form (October - Feb 2021): The project will recruit filmmakers and help recruit community influencers and expert voices to their crew. The filmmakers will then direct their teams to capture footage for their topic and upload it into the Tomorrow.life online platform.

Launch month (March 2021): The Vaccine Question will be presented to Impact Partners for promotion to the public.

Public Filmmaking Event (March 2021): In collaboration with SciFilmIt, we will host a four week virtual filmmaking celebration with the purpose of engaging the public in a two-way debate. The event includes training and education in the form of webinars with content and science communication mentors. These public participants will direct their own story team to make a distributive film and upload it into the Tomorrow.life platform in response to contents generated by the ten teams as part of this project. The event concludes with an awards ceremony.

Public as Filmmakers (March 2021 - August 2021): Tomorrow.life and impact partners promote The Vaccine Question through traditional media, social media, advertising, and educational audiences. The public will be invited to engage with the cohort teams, explore issues, produce their own content and share them through a multitude of media avenue, propagating discussion beyond the initial conversation. Members of the public will be given access to clips to make and share their own stories, vetted for accuracy. In order to ensure accuracy and prevent the misinformation, we have implemented “moderation by design” principles to ensure the clips will not be misused by the public. Most importantly, each video clip will deliver a single complete topic not amenable to be used out of context. An intermediate progress report will be used to analyze current progress and retool public outreach and engagement campaigns.