



“Managing Vaccine Misinformation in the Midst of a Pandemic”

Vaccine Acceptance Virtual Event Series

-Two Sessions-

- Session 3: April 15, 2021 - 8:00am - 10:30am (CEST- Paris Time)
- Session 4: April 15, 2021 - 4:00pm - 6:30pm (CEST- Paris Time)

Organized by The Mérieux Foundation

PROGRAM v14..04.2021

Session 3: April 15, 2021 - 8:00 am - 10:30 am (CEST_ Paris Time)

Start Time: 08:00 am CEST - Paris time

Expected End Time: 10:30 am CEST - Paris Time

Welcome
(5-10 min)

Mérieux Foundation & Session Chair: Dr. Angus Thomson
Senior Social Scientist: Demand for Immunization at UNICEF
UNICEF

Keynote Speaker :
(30 min)

Dr. John Cook
Postdoctoral research fellow, Climate Change Communication Research Hub
Monash University, Australia
On: Building public resilience to vaccine misinformation through critical thinking, humor, and gamification
Q&A: 10 min

Lectures Speakers:
(20 min each)

Dr. Joe Smyser
CEO, Public Good Projects, USA
On: Adaptive social listening to inform effective vaccine public engagement strategies
Q&A: 5-10 min

Ms. Sarah Christie & Dr. Saad Omer
Program Manager & Public Health Research specialist / Director- Yale Institute for Global Health
Yale Institute for Global Health / Yale School of Public Health, USA
On: The Vaccine Acceptance Interventions Lab: Rapid development and testing of evidence-based vaccine communications
Q&A: 5-10 min

Panel Discussion
(30 min)

(All Speakers + Session chair)

Closing

Session 4: April 15, 2021 - 4:00 pm - 6:30 pm (CEST_ Paris Time)

Start Time: 4:00 pm CEST – Paris time

Expected End Time: 6:30 pm CEST - Paris Time

Welcome
(5-10 min)

Mérieux Foundation & Session Chair: Dr. Angus Thomson
Senior Social Scientist: Demand for Immunization at UNICEF
UNICEF

Keynote Speaker :
(30 min)

Dr. John Cook
Postdoctoral research fellow, Climate Change Communication Research Hub
Monash University, Australia
On: Building public resilience to vaccine misinformation through critical thinking, humor, and gamification
Q&A: 10 min

Lectures Speakers:
(20 min each)

Dr. Joe Smyser
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On: Adaptive social listening to inform effective vaccine public engagement strategies
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Ms. Sarah Christie & Dr. Saad Omer
Program Manager & Public Health Research specialist / Director- Yale Institute for Global Health
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On: The Vaccine Acceptance Interventions Lab: Rapid development and testing of evidence-based vaccine communications
Q&A: 5-10 min

Panel Discussion
(30 min)

(All Speakers + Session chair)

Closing

-Mérieux Foundation Convenor: Valentina Picot - Vaccine Acceptance Initiative Lead

-Mérieux Foundation Coordinator: Marianne Gojon-Gerbelot – Vaccine Acceptance Initiative Management officer