“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)

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<th>Start Time: 08:00 am CEST</th>
<th>Expected End Time: 10:30 am CEST</th>
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Welcome (5-10 min)
Mérieux Foundation & Session Chair: Dr. Angus Thomson
Senior Social Scientist: Demand for Immunization at UNICEF
UNICEF

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

| Keynote Speaker | 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 | 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 |
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<th>Panel Discussion</th>
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Closing

-Mérieux Foundation Convenor: Valentina Picot - Vaccine Acceptance Initiative Lead  
-Mérieux Foundation Coordinator: Marianne Gojon-Gerbelot – Vaccine Acceptance Initiative  
Management officer