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**Webinar: Communication Strategies for Building Confidence in COVID-19
Vaccines**

The emergence of the delta variant provides new urgency for reaching people who are not yet vaccinated. At the same time, vaccinating children will likely play a critical role in limiting the spread of COVID-19. Public officials are faced with the challenge of communicating, promoting, and encouraging vaccination among those not yet vaccinated and children and youth including children 5 -11 years who have just had vaccination approved.

Join our webinar to learn strategies from the social and behavioral sciences to communicate with parents who are considering vaccination for their children and individuals who are vaccine hesitant.

AGENDA

**Tuesday, November 30, 2021
2:00-3:00 pm ET**

2:00 pm – 2:05 pm	Welcome and Introductions Dominique Brossard, University of Wisconsin – Madison <i>Member of the Societal Experts Action Network Executive Committee</i>
2:05 pm – 2:15 pm	Vaccine Communication: Addressing New Variants Kasisomayajula “Vish” Viswanath, Harvard University <i>Member of NASEM’s Standing Committee on Advancing Science Communication Research and Practice</i>
2:15 pm – 2:25 pm	Vaccine Communication: Addressing Childhood Vaccination Emily Brunson, Texas State University
2:25 pm – 2:55 pm	Moderated Q&A <i>Moderated by Dominique Brossard</i> Emily Brunson, Texas State University Kasisomayajula “Vish” Viswanath, Harvard University
2:55 pm – 3:00 pm	Closing Remarks Dominique Brossard, University of Wisconsin – Madison <i>Member of the Societal Experts Action Network Executive Committee</i>

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PANELIST BIOGRAPHIES

Dominique Brossard

Emily Brunson

Emily Brunson is a medical anthropologist. She received an MPH in epidemiology and a PhD in anthropology from the University of Washington. Currently Dr. Brunson is an Associate Professor in the Department of Anthropology at Texas State University. Her primary research focus is health care access and decision-making, and particularly how policies, social structures (including class and racial inequalities), social networks and personal experience combine to produce health outcomes for individuals. Currently, Dr. Brunson is co-leading CommuniVax, a national coalition to strengthen the role and involvement of local Black, Indigenous and Latinx communities in an equitable COVID-19 vaccination campaign. She is also actively engaged in research on COVID-19 vaccination among college students and in efforts promoting minority students' opportunities for research experiences and professional training.

Kasisomayajula “Vish” Viswanath