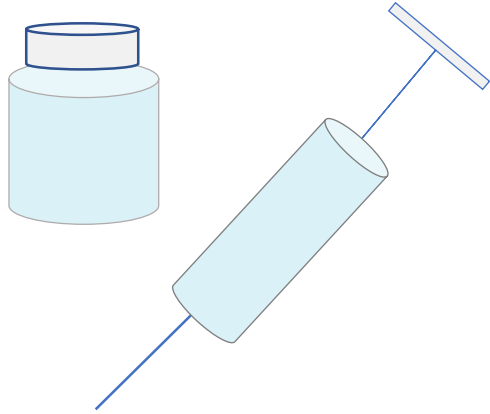


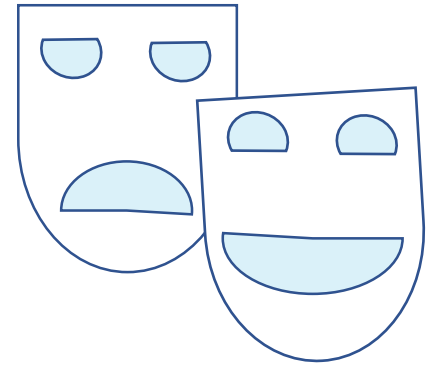
National Academies of Sciences, Engineering, and Medicine

Forum on Microbial Threats

Employing a Systems Approach to Building Confidence and Increasing Uptake



The Role of Physicians in Building Vaccine Confidence and Acceptance



August 19th, 2020

Todd Wolynn MD, MMM, IBCLC



@DrToddWo





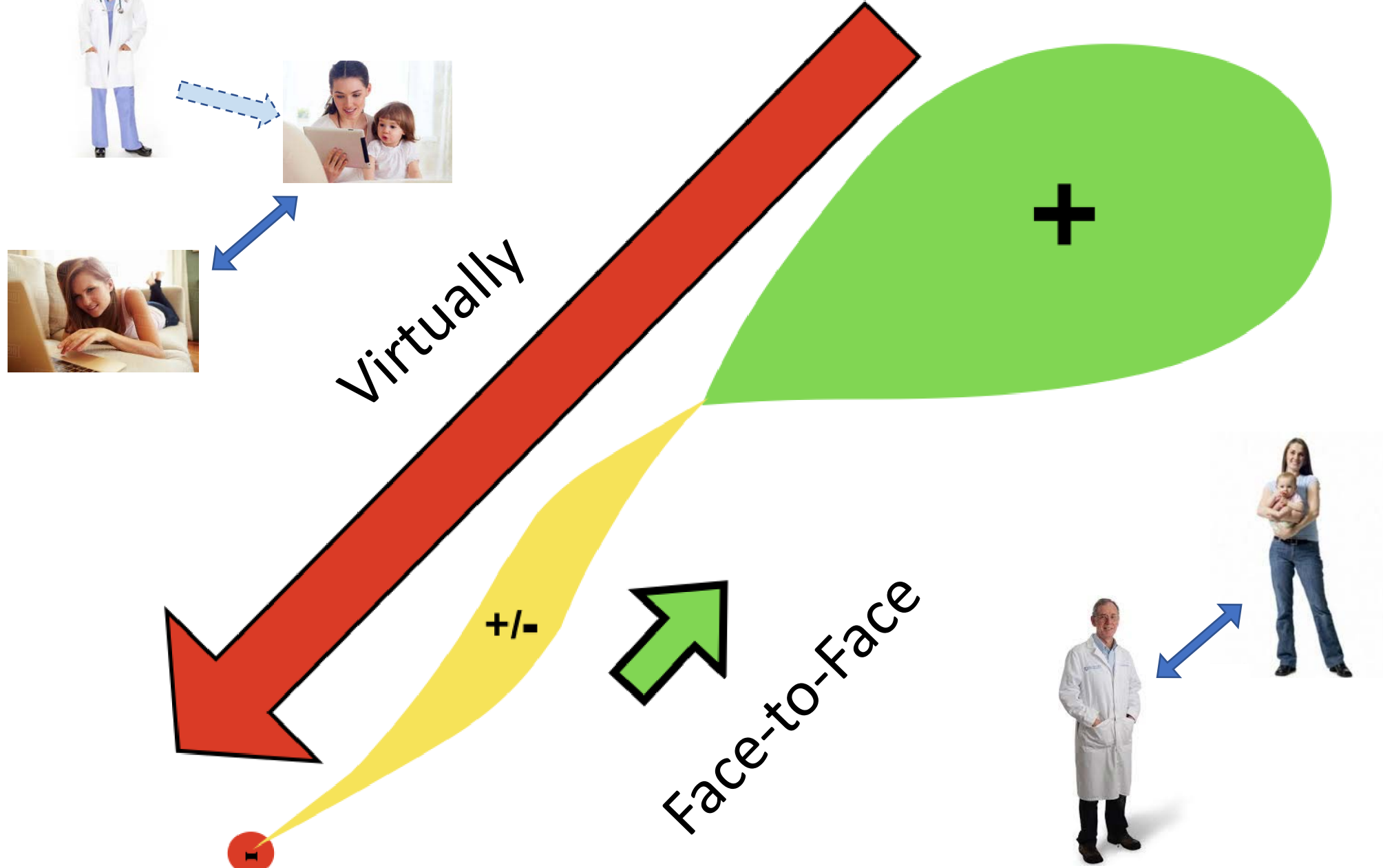
**FAKE
NEWS**

Conspiracies

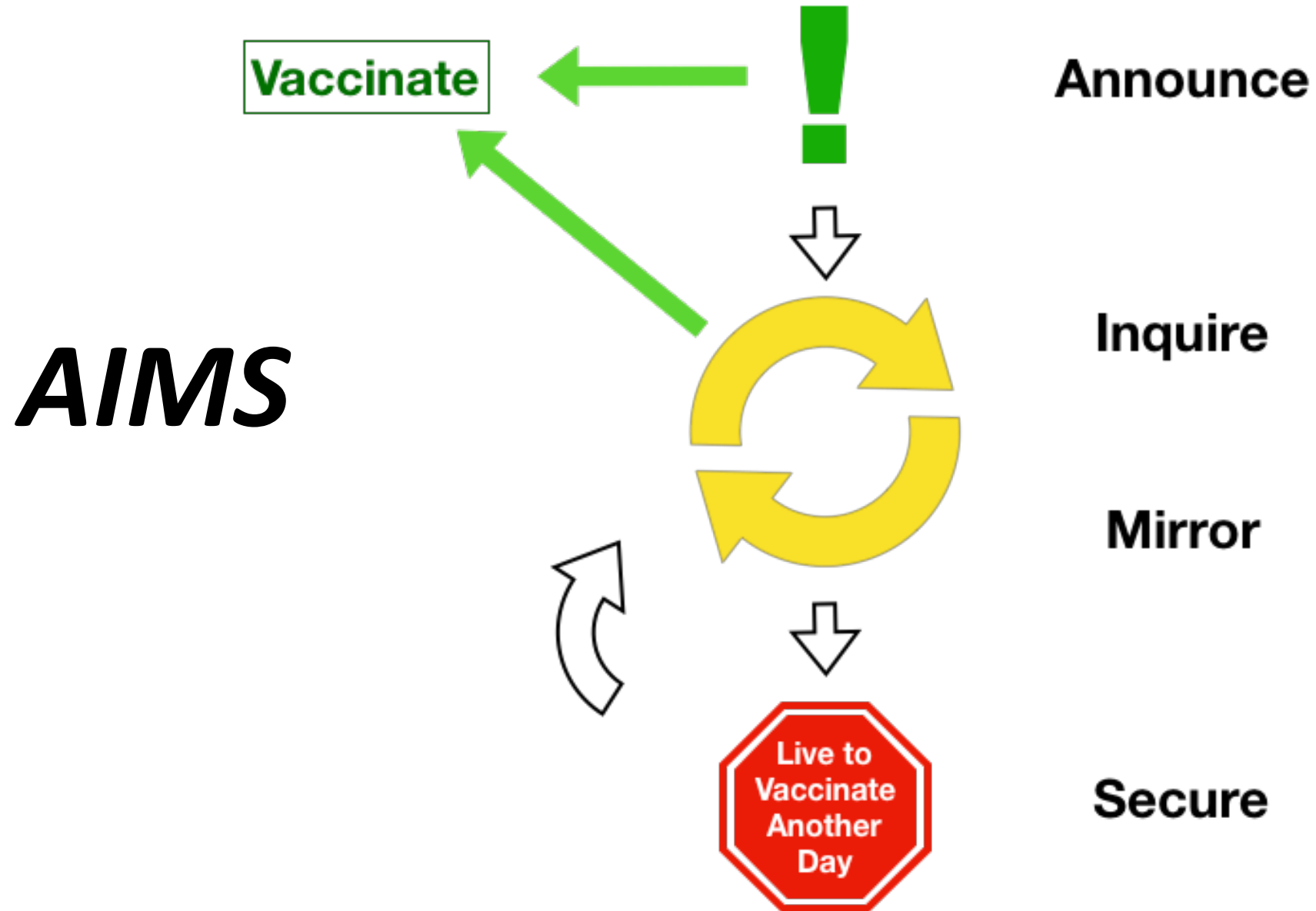
PSEUDOSCIENCE



Forces Upon Vaccine Hesitancy



Face-to-Face Communication



Anti-Vaccine Attacks

Overwhelm

Isolate

Weaken

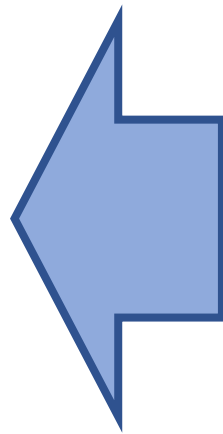
Frighten

Terrorize

Damage

Silence

Dissolve



Countered

Focus & Teach

Connect & Unite

Reinforce & Strengthen

Reassure & Empower

Support & Defend

Repair & Recover

Embolden

Galvanize



stronger.

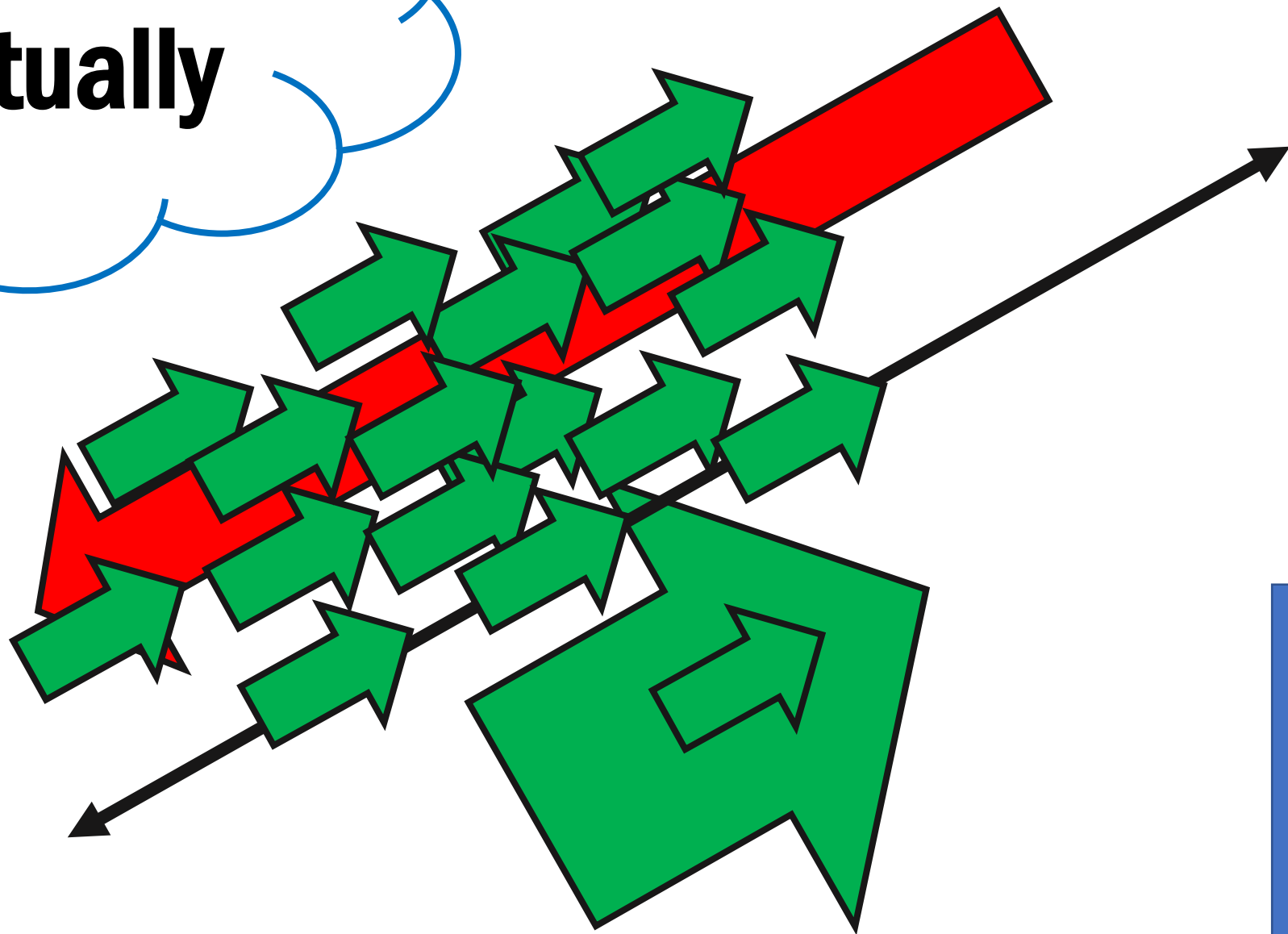
...who want to and wait to hear from us

Virtually

**Vaccine
Accepting**

**Anti
Vaccine**

**Face
to
Face**



Vaccine Advocacy - HCP's

Communication training (including Med School & Residency)

- *Face-to-Face*
- *Virtually*

Collective vaccine promotion

- *Inoculation with facts*
- *Leveraging trusted healthcare relationships*

Organized vaccine defense strategy addressing

- *Disinformation campaigns*
- *Weaponized social media attacks*