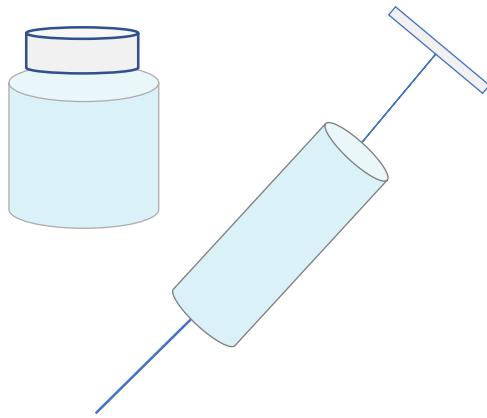


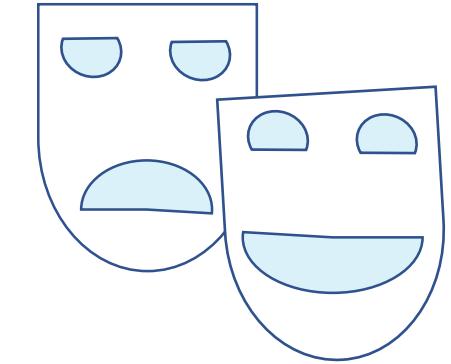
National Academies of Sciences, Engineering, and Medicine

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

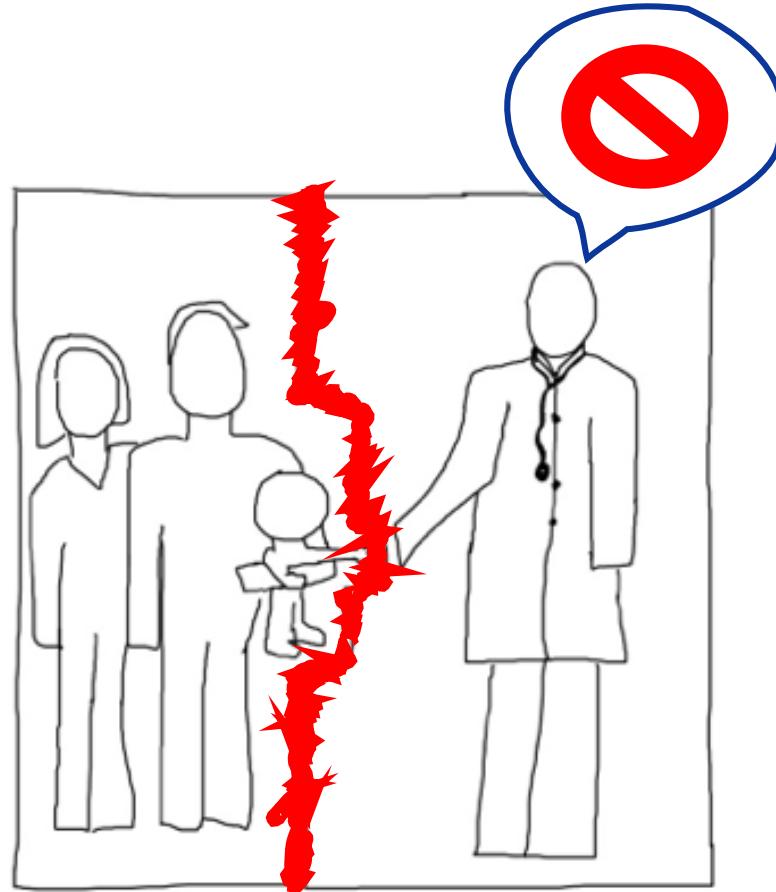


Todd Wolynn MD, MMM, IBCLC



@DrToddWo

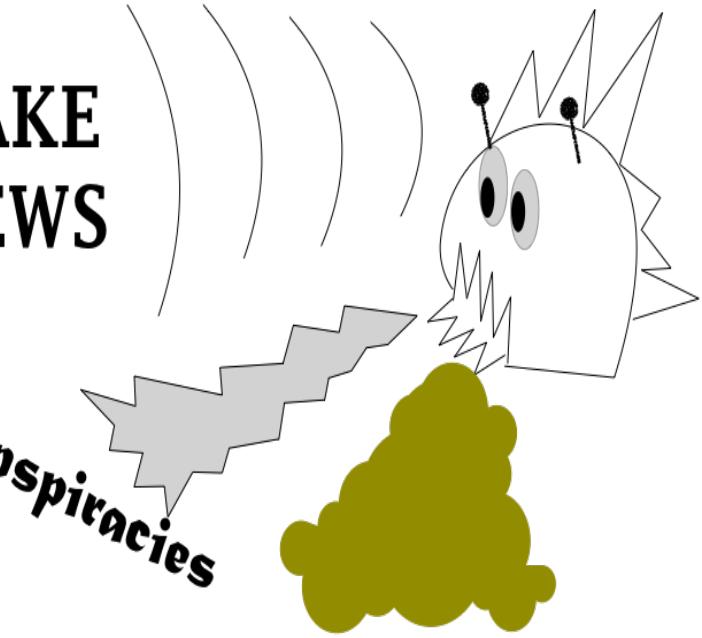




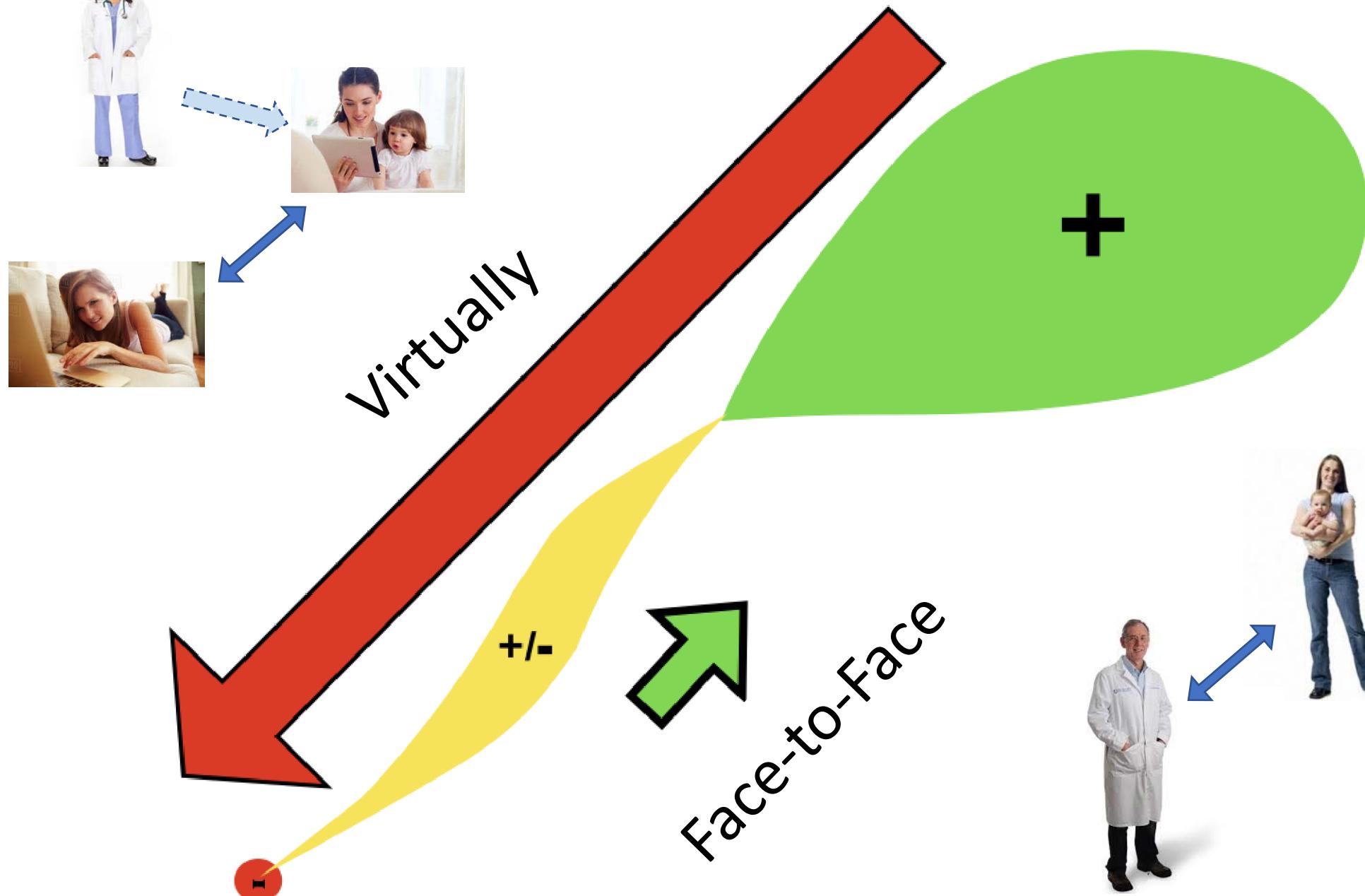
FAKE
NEWS

Conspiracies

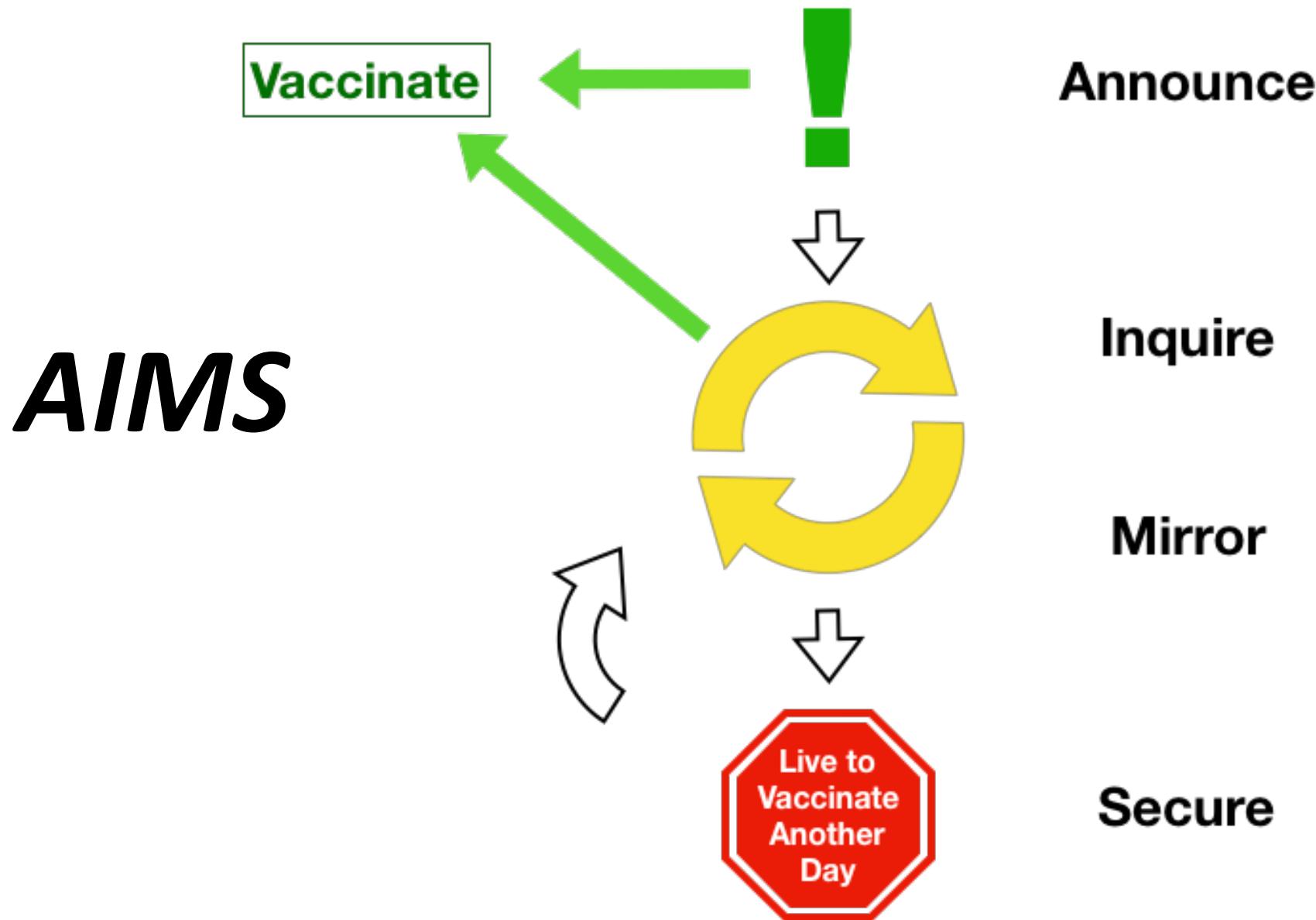
PSEUDOSCIENCE



Forces Upon Vaccine Hesitancy

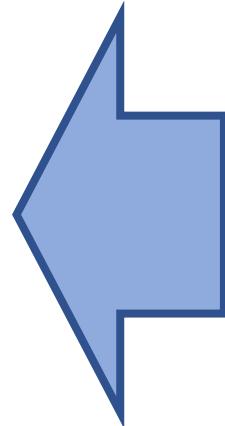


Face-to-Face Communication



Anti-Vaccine Attacks

Overwhelm
Isolate
Weaken
Frighten
Terrorize
Damage
Silence
Dissolve

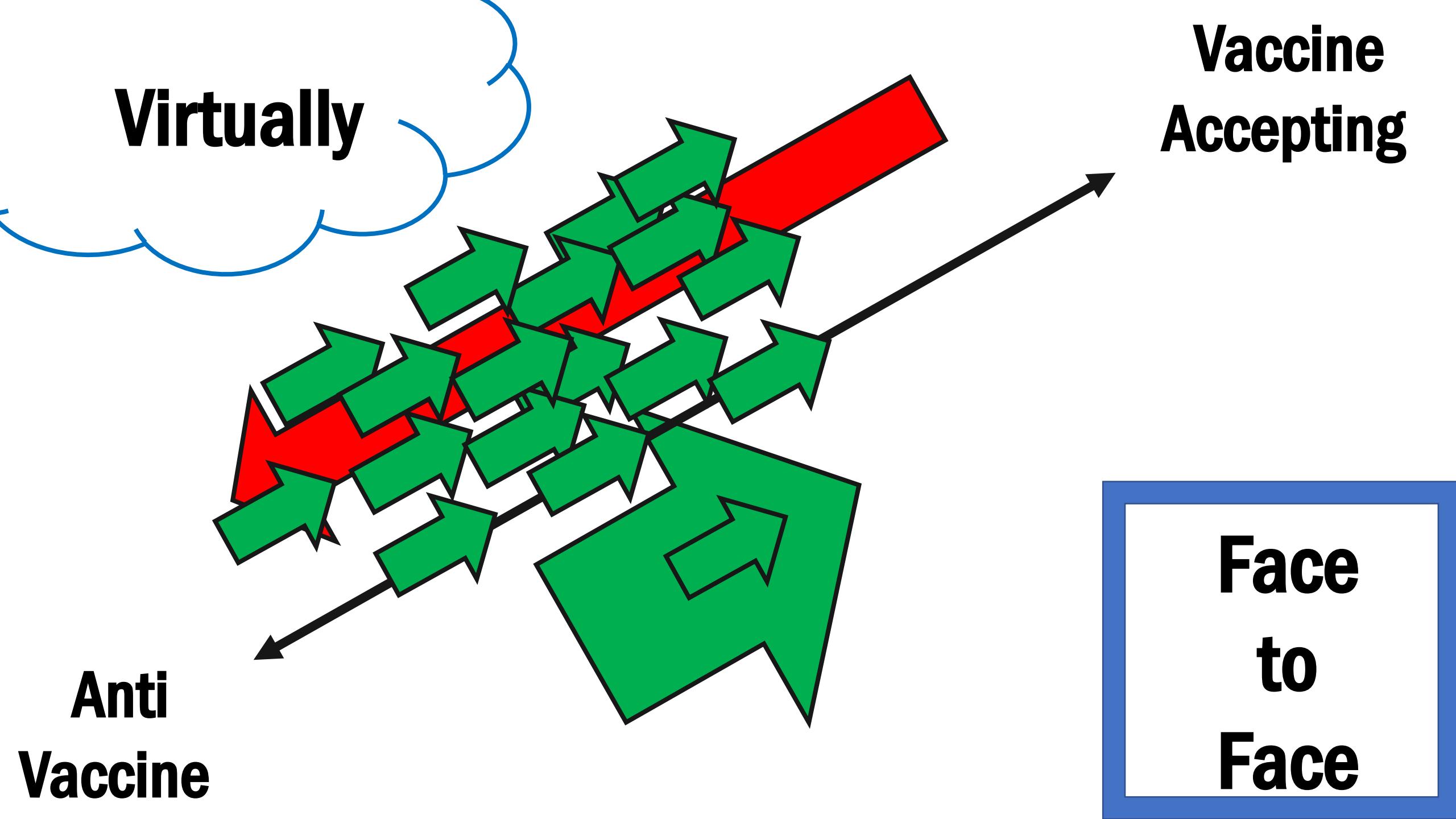


Counteracted

Focus & Teach
Connect & Unite
Reinforce & Strengthen
Reassure & Empower
Support & Defend
Repair & Recover
Embolden
Galvanize



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



**Anti
Vaccine**

Virtually

**Vaccine
Accepting**

**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*