



# Building Public Trust in Public Health Emergency Preparedness and Response (PHEPR) Science

## Draft Workshop Agenda

March 29-30, 2022

10:00 a.m. – 3:00 p.m. ET

**Workshop Goal:** This workshop will consider the roles of trust and trustworthiness in public health emergency preparedness and response (PHEPR) science across the continuum of pre-event, event, response, and mitigation. The workshop will bring together PHEPR scientists/researchers, practitioners, elected officials, media, and the public to explore the history of PHEPR science, its communication, its infrastructure, and its relationship with social cohesion and solidarity.

**Workshop Objectives:** Workshop discussants and participants will collaboratively generate actionable strategies and approaches to (re)build and maintain trust across this continuum, across stakeholders, across levels of the system (federal, state, tribal, territorial, and local), and across emergency types. Workshop discussants and participants will specifically:

- Examine why the topic of public trust (and trustworthiness, credibility, confidence in, among others) is important in PHEPR science and develop a shared understanding of its importance and its relationship to other factors that contribute to social cohesion in public health emergencies.
- Explore key elements of PHEPR science communication and generate actionable communications strategies based on recent experiences.
- Generate actionable strategies and approaches for building/maintaining trust, communicating PHEPR science and the scientific process in the face of uncertainty and in response to the recent decline in perceived credibility of federal, state, and local agencies.
- Examine the ways in which diverse demographic groups experience PHEPR science differently and generate strategies and approaches for building trust in PHEPR science and the scientific process that is tailored to these varied experiences.

**Day 1 – Tuesday, March 29, 2022**

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**Session I      Welcome and Overview of the Workshop**

10:00 a.m.      **Chair Welcome and Opening Remarks**

SANDRA QUINN, *WORKSHOP CHAIR*  
Professor and Chair  
Department of Family Science  
University of Maryland School of Public Health

**Session II      Why is Public Trust Important in PHEPR Science?**

10:15 a.m.      **Trust in PHEPR Science**

*This panel will lay the foundation for the workshop by discussing what public trust in PHEPR science means and its importance. The session will explore how public trust has changed or evolved over recent emergencies and examine where lack of trust in PHEPR science stems from.*

DOMINIQUE BROSSARD, *PANEL MODERATOR*  
Professor and Chair  
Department of Life Sciences Communication  
University of Madison-Wisconsin

CARY FUNK  
Director  
Science and Society Research  
Pew Research Center

MARIAN MOSER JONES  
Associate Professor  
College of Public Health and History Department  
The Ohio State University

MARCUS PLESCIA  
Chief Medical Officer  
Association of State and Territorial Health Officials

BRIAN CASTRUCCI  
President and Chief Executive Officer  
de Beaumont Foundation

FRANCISCO GARCIA  
Deputy County Administrator for Community and Health Services &  
Chief Medical Officer  
Pima County

BRIONY SWIRE-THOMPSON  
Senior Research Scientist  
Network Science Institute  
Northeastern University

11:00 a.m.     **Credibility and Trustworthiness**

*Building upon the previous panel, participants will define the types and characteristics of public trust in PHEPR science and discuss how trust may be different across types of spokespeople, agencies, and emergency types. Participants will also begin to generate actions for rebuilding trust.*

CATHY SLEMP, *PANEL MODERATOR*  
Former Commissioner and State Health Officer  
West Virginia Bureau for Public Health

RUEBEN WARREN  
Professor and Director  
National Center for Bioethics in Research and Health Care  
Tuskegee University

ALONZO PLOUGH  
Vice President, Research-Evaluation-Learning and Chief Science Officer  
Robert Wood Johnson Foundation

ALAN LESHNER  
Chief Executive Officer Emeritus  
American Association for the Advancement of Science

Amber Anderson,  
Research Epidemiologist  
University of Oklahoma Health Sciences Center

**Session III    Confidence and Trust in PHEPR Science Among Diverse Demographic Groups**

**11:45 a.m.    Confidence and Trust in PHEPR Science Among Diverse Demographic Groups**

*This panel will examine the ways in which diverse demographic groups interact with PHEPR science and the impact this has on trust and confidence in the science, agencies, guidance, and messages. This session will also explore the social contexts in which mis/disinformation can take root.*

KAI RUGGERI, *PANEL MODERATOR*  
Assistant Professor  
Department of Health Policy and Management  
Columbia University Mailman School of Public Health

EMILY K. BRUNSON  
Associate Professor  
Texas State University

VENUS GINÉS  
President and Founder  
Dia de la Mujer Latina

RAYMOND FOXWORTH  
Vice President  
First Nations Development Institute

LISA LETOURNEAU  
Senior Advisor  
Maine Department of Health and Human Services

ANNE ZINK  
Chief Medical Officer  
State of Alaska

ORRIEL RICHARDSON  
Vice President  
Morgan Health - JPMorgan Chase & Co.

**12:30 p.m.    (Re)Building and Maintaining Trust Among Diverse Demographic Groups**

*Building on the previous panel, this session will discuss strategies and approaches to (re)build and/or maintain trust among a range of demographic groups.*

JENNIFER N. KIGER, *PANEL MODERATOR*  
COVID-19 Division Director  
Harris County Public Health

LAURA BOGART  
Senior Behavioral Scientist  
RAND Corporation

MICHELE ANDRASIK  
Director  
Social & Behavioral Sciences and Community Engagement  
HIV Vaccine Trials Network  
COVID-19 Prevention Network

CHRISTIAN CAPO  
Healthy Equity Manager  
East Harris County Empowerment Council

MATIAS VALENZUELA  
Director  
Office of Equity and Community Partnership  
Public Health - Seattle & King County

1:30 p.m.      **Break**

#### **Session IV      Building the Necessary Infrastructure and Skilled Workforce**

2:00 p.m.      **The Infrastructure and Workforce to Build and Maintain Public Trust**

*This panel will examine the infrastructure and workforce that is needed to effectively build and maintain public trust in PHEPR science. Strategies and approaches to strengthening the infrastructure and workforce before, during, and after an emergency will be shared.*

MONICA L. SCHOCH-SPANNA, *PANEL MODERATOR*  
Senior Scholar  
Johns Hopkins Center for Health Security  
Senior Scientist  
Department of Environmental Health and Engineering  
Johns Hopkins Bloomberg School of Public Health

UMAIR SHAH  
Secretary of Health  
Washington State Department of Health

YSABEL DURON  
President and Executive Director  
The Latino Cancer Institute

ANITA CHANDRA  
Vice President and Director  
RAND Social and Economic Well-Being  
RAND Corporation

JEFFERSON KETCHEL  
Executive Director  
Washington State Public Health Association

STEPHEN THOMAS  
Director  
Center for Health Equity  
University of Maryland

## **Session V    Day 1 Wrap-Up**

2:50 p.m.    **Chair's Reflections and Preview of Day 2**

SANDRA QUINN, *WORKSHOP CHAIR*  
Professor and Chair  
Department of Family Science  
University of Maryland School of Public Health

3:00 p.m.    **Adjourn Day 1**

## **Day 2 – Wednesday, March 30, 2022**

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### **Session VI Welcome to Day 2**

#### **10:00 a.m. Welcome and Recap of Day 1**

SANDRA QUINN, *WORKSHOP CHAIR*  
Professor and Chair  
Department of Family Science  
University of Maryland School of Public Health

### **Session VII Key Elements of PHEPR Science Communication Strategies**

#### **10:15 a.m. Translating and Communicating PHEPR Science Information**

*This panel is a conversation between PHEPR scientists, researchers, and communicators about how to effectively work together to share the most up-to-date information, especially in the context of evolving knowledge about an emergency. The conversation will also generate approaches to fostering trusting relationships among researchers, communicators, and media before, during, and after an emergency.*

HILARY N. KARASZ, *PANEL MODERATOR*  
Deputy Communications Director  
Public Health - Seattle & King County

MEREDITH LI-VOLLMER  
Risk Communication Manager  
Public Health - Seattle & King County

ULIE SEAL  
Fire Chief and Emergency Manager  
Bloomington Fire Department

AMY ACTON  
Former Director  
Ohio Department of Health

JEANNETTE SUTTON  
Associate Professor  
University of Albany, SUNY

ENOLA PROCTOR  
Professor  
Brown School at Washington University in St. Louis

MITCH STRIPLING  
Director  
Pandemic Response Institute  
Columbia University

11:15 a.m.     **Misinformation and Disinformation**

*In this panel, participants will discuss the context in which dis/misinformation stems from and the relevant issues, linking to the earlier conversation on how different demographic groups engage with PHEPR science. Speakers will share key data to inform strategies for addressing dis/misinformation in a public health during an emergency as well as strategies for minimizing dis/misinformation before an emergency.*

RACHAEL PILTCH-LOEB, *PANEL MODERATOR*  
Researcher  
Emergency Preparedness Research Evaluation and Practice Program  
Harvard T.H. Chan School of Public Health

TARA KIRK SELL  
Senior Scholar  
Johns Hopkins Center for Health Security

JON ROOZENBEEK  
Postdoctoral Fellow  
University of Cambridge

DAVID BRONIATOWSKI  
Associate Professor  
School of Engineering & Applied Science  
The George Washington University

WILMA J. WOOTEN  
Public Health Officer  
Public Health Services  
County of San Diego

MICHAEL OSTERHOLM  
Director  
Center for Infectious Disease Research and Policy  
University of Minnesota



12:15 p.m.     **Addressing the Information Environment**

*In this panel, participants will discuss strategies for managing information overload, especially when that information changes during an emergency. Building on the infrastructure and workforce conversation from Day 1, participants will share approaches for building infrastructure and partnerships before an emergency.*

ESTHER D. CHERNAK, *PANEL MODERATOR*  
Associate Clinical Professor  
Drexel University Dornsife School of Public Health  
Drexel College of Medicine

LINDSEY LEININGER  
Clinical Professor  
Tuck School of Business Dartmouth University

SUPRIYA BEZBARUAH  
Team Lead  
Science and Knowledge Translation  
World Health Organization

KIMBERLY HENDERSON  
Director  
Communications and Community Relations  
District of Columbia Department of Health

RAPHAEL M. BARISHANSKY  
Former Deputy Secretary for Health Preparedness and Community  
Protection  
Pennsylvania Department of Health

DAVID OLSON  
Reporter  
Newsday

1:15 p.m.     **Break**

**Session VIII     Perspectives from Invited Discussants/Participants**

1:45 p.m.     **Reflect on Workshop Discussions**

*In this panel, the public will reflect on workshop conversations and share actions they can take immediately to build public trust, what they can do in the next year, and what*

*they can do in the next 5 years. The public will also share what gaps in knowledge and understanding remain about (re)building and maintaining public trust in PHEPR science.*

SARAH LUNSFORD  
Workshop Consultant & Facilitator  
Sarah Lunsford Consulting

## **Session IX    Workshop Closing Remarks**

### **2:30 p.m.    Closing Remarks**

SANDRA QUINN, *WORKSHOP CHAIR*  
Professor and Chair  
Department of Family Science  
University of Maryland School of Public Health

### **2:50 p.m.    Final Words**

ABBIGAIL TUMPEY  
Associate Director for Communication Science  
Center for Surveillance, Epidemiology, and Laboratory Services  
Centers for Disease Control and Prevention

### **3:00 p.m.    Adjourn**