

# Webinar: Increasing Uptake of Covid-19 Vaccination through Requirements and Incentive Programs

TUESDAY, MAY 24, 2022, 1:00 PM – 2:00 PM ET

## Purpose

The emergence of the highly transmissible omicron variant provides new urgency for reaching people who are not yet vaccinated and those who have not yet had their booster doses. Decision-makers nationwide have been implementing various interventions, such as COVID-19 vaccine requirement and incentive programs for specific populations, to increase vaccine uptake.

**Join our webinar to learn strategies from the social and behavioral sciences on how to design COVID-19 vaccine requirements and incentive programs.**

1:00–1:05

## Welcome and Introductions

Wendy Wood, University of Southern California  
*Member of the Societal Experts Action Network Executive Committee*

1:05–1:12

## Increasing vaccination: Requirement programs

Saad Omer, Yale University

1:12–1:19

## Increasing vaccination: Incentive programs

Noel T. Brewer, University of North Carolina

1:19–1:31

## Practitioner views on requirements and incentive programs

Theresa Cullen, Pima County Arizona  
Matifadza Hlatshwayo Davis, St Louis Department of Health

1:31–1:55

## Moderated Q&A

*Moderated by Wendy Wood*  
Saad Omer, Yale University  
Noel T. Brewer, University of North Carolina  
Theresa Cullen, Pima County Arizona  
Matifadza Hlatshwayo Davis, St Louis Department of Health

1:55–2:00

## Closing Remarks

Wendy Wood, University of Southern California  
*Member of the Societal Experts Action Network Executive Committee*

## **PANELIST BIOGRAPHIES**

### **Noel T. Brewer, University of North Carolina**

Dr. Noel T. Brewer's research explores why people engage in vaccination, vaping and other health behaviors that prevent cancer. He has published over 300 papers on these topics including behaviors related to HPV vaccination and vaping warnings. He was one of the most cited researchers in the world (top 1%) from 2017-2019. The Announcement Approach Training developed by Dr. Brewer and colleagues teaches providers to communicate more effectively about HPV vaccination and other vaccines for adolescents. Over 1,700 providers in 15 states have received the training. The National Cancer Institute designated it as an Evidence-Based Cancer Control Program, and the CDC and American Academy of Pediatrics now recommend use of presumptive announcements when recommending HPV vaccine. A large clinical trial by Dr. Brewer and colleagues found that pictorial warnings for cigarette packs help smokers quit. The findings supported efforts by FDA to implement the enhanced existing warnings. Dr. Brewer advises on vaccination for the World Health Organization and the Centers for Disease Control and Prevention. He advised the President's Cancer Panel under two presidents, and the National Vaccine Advisory Committee. Dr. Brewer co-edited the FDA's book, *Communicating Risks and Benefits: An Evidence-Based User's Guide*. Over 40 students and 11 post-doctoral researchers have completed their training in his Health Cognition and Behavior Lab. Many of these trainees have moved on to postdocs and faculty positions at leading institutions.

### **Theresa Cullen, Pima County (Arizona)**

Dr. Theresa Cullen is the Pima County Public Health Director. She has had a distinguished career as a public health physician, including retiring as a Public Health Service Officer from the federal government with the rank of Rear Admiral and Assistant U.S. Surgeon General. Dr. Cullen has a long medical and public health career beginning as a family practice physician for the Indian Health Service in San Carlos, Arizona, and subsequently at San Xavier and Sells, Arizona, where she eventually became the Clinical Director. She then became the senior informatics consultant for Indian Health Service for six years; during that time, she was also appointed for one year as the Acting Director for the National Office of Planning and Evaluation for the Indian Health Service in Washington. She was subsequently chosen to be the Chief Information Officer in the Office of Information Technology. After retirement from U.S. Public Health Service, Dr. Cullen became the Chief Medical Information Officer and Director of Health Informatics for the Veterans Health Administration, including a one-year period as the Acting Deputy Director for the DoD/VA Integrated Electronic Health Record Initiative. In her most recent position, Dr. Cullen has been the Deputy Director for Global Health Informatics and an Associate Professor in Family Medicine at Regenstrief Institute/Indiana University.

### **Matifadza Hlatshwayo Davis, St Louis Department of Health**

Dr. Matifadza Hlatshwayo Davis, MD, MPH, is the Director of Health for the City of St. Louis. Dr. Hlatshwayo Davis received her medical degree from Cleveland Clinic Lerner College of Medicine and a Master's in Public Health Degree from Case Western Reserve University. She completed her internal medicine residency at University Hospitals Case Medical Center. She went on to complete her Infectious Diseases fellowship at the Washington University School of Medicine (WUSM), also completing a one year dedicated non-ACGME HIV fellowship and a two-year dedicated Sexually Transmitted Infections (STI) fellowship. She was a Clinical Instructor at Washington University School Medicine for two years and an Associate Program Director of the Division of Infectious Diseases fellowship program. She was also in the leadership of the Office of Inclusion and Diversity at the WUSM where she wrote a policy dedicated to addressing patient bias against faculty, trainees and staff with an accompanying toolkit and curriculum for the residency program. Dr. Hlatshwayo Davis was an Infectious Diseases physician at the John Cochran VA Medical Center where she was the Lead HIV Clinician, Graduate Medical Education Coordinator and Outpatient Parenteral Antibiotic Therapy supervisor. Her passion for community engagement, diversity and inclusion and patients living with HIV (PLWH), culminated in her becoming the co-chair for the Fast Track Cities initiative in St. Louis, which in collaboration with the City and County health departments as well as major HIV community organizations in St. Louis, is dedicated to end the HIV epidemic by 2030. She was later appointed to the City of St. Louis Board of Health where she helped lead the city and region in upholding the highest possible medical and public health standards.

**Saad B. Omer, Yale University**

Dr Omer has conducted studies in the United States, Guatemala, Kenya, Uganda, Ethiopia, India, Pakistan, Bangladesh, South Africa, and Australia. Dr Omer's research portfolio includes epidemiology of respiratory viruses such as influenza, RSV, and - more recently - COVID-19; clinical trials to estimate efficacy of maternal and/or infant influenza, pertussis, polio, measles and pneumococcal vaccines; and trials to evaluate drug regimens to reduce mother-to-child transmission of HIV. Moreover, he has conducted several studies on interventions to increase immunization coverage and acceptance. Dr Omer's work has been cited in global and country-specific policy recommendations and has informed clinical practice and health legislation in several countries. He has directly mentored over 100 junior faculty, clinical and research post-doctoral fellows, and PhD and other graduate students. Dr. Omer has published widely in peer reviewed journals including the New England Journal of Medicine, JAMA, Lancet, British Medical Journal, Pediatrics, American Journal of Public Health, Science, and Nature and is the author of op-eds for publications such as the New York Times, Politico, and the Washington Post. Dr Omer has received multiple awards –including the Maurice Hilleman Award by the National Foundation of Infectious Diseases for his work on the impact of maternal influenza immunization on respiratory illness in infants younger than 6 months-for whom there is no vaccine. He has served on several advisory panels including the U.S. National Vaccine Advisory Committee, Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria -Vaccine Innovation Working Group, and WHO Expert Advisory Group for Healthcare Worker Vaccination. He has also served as an academic affiliate of the Office of Evaluation Sciences –formerly known as the White House Social and Behavioral Sciences Team.

**Wendy Wood, University of Southern California**

Wendy Wood is a social psychologist whose research addresses the ways that habits guide behavior - and why they are so difficult to break - as well as evolutionary accounts of gender differences in behavior. Professor Wood has been Associate Editor of Psychological Review, Journal of Personality and Social Psychology, Personality and Social Psychology Review, and Personality and Social Psychology Bulletin. She is a Fellow of the American Psychological Association, the American Psychological Society, the Society for Experimental Social Psychology, and a founding member of the Society for Research Synthesis. Her research has been funded by the National Science Foundation, National Institute of Mental Health, and Rockefeller Foundation. Prior to joining USC, Professor Wood was James B. Duke Professor of Psychology and Neuroscience and Professor of Marketing at Duke University.