

# Communicating about the Monkeypox Outbreak: Lessons From the Social and Behavioral Sciences

THURSDAY, SEPTEMBER 22, 2022, 12:30 PM – 2:00 PM ET

## Purpose

As the monkeypox outbreak continues in the United States, state and local decision makers need to communicate to the public about symptoms, treatments, vaccines, risk of transmission, and mitigation measures. Research from the social and behavioral sciences related to previous infectious disease outbreaks can inform communication strategies, such as targeting outreach to at-risk populations, managing risk perception, and providing resources to support informed decision-making while being cautious not to discriminate against or stigmatize particular communities.

Join the Societal Experts Action Network for a webinar to discuss lessons from social and behavioral science research to inform communications related to the monkeypox outbreak.

12:30–12:35  
pm

## Welcome and Framing

Emily Brunson, Texas State University

12:35–1:10  
pm

## Part 1: Stage Setting

Joseph Osmundson, New York University  
Michele Andrasik, Fred Hutchinson Cancer Center  
Valerie Earnshaw, University of Delaware  
Xiaoli Nan, University of Maryland  
Patrick Ashley, DC Health

1:10–1:55 pm

## Part 2: Moderated Discussion

Joseph Osmundson, New York University  
Michele Andrasik, Fred Hutchinson Cancer Center  
Valerie Earnshaw, University of Delaware  
Xiaoli Nan, University of Maryland  
Patrick Ashley, DC Health

1:55–2:00 pm

## Closing Reflections

Emily Brunson, Texas State University

## **PANELIST BIOGRAPHIES**

**Dr. Michele Andrasik** (she/her) is a clinical health psychologist working to build and enhance partnerships with marginalized communities in clinical research, with a focus on ongoing vaccine trials for HIV and COVID-19. She is the Director of Social Behavioral Sciences and Community Engagement for the Fred Hutchinson-based HIV Vaccine Trials Network (HVTN) and the COVID-19 Prevention Network, Senior Staff Scientist in the Fred Hutchinson Vaccine and Infectious Disease Division and an Affiliate Clinical Professor in the Departments of Global Health and Occupational and Environmental Medicine at the University of Washington. Dr. Andrasik received her PhD in Clinical Health Psychology from the University of Miami. She also has Master's Degrees in Health Education and Psychological Counseling from Columbia University. Dr. Andrasik brings expertise in community engagement, implicit bias and historical trauma, and the utilization of Community-Based Participatory Research approaches and Qualitative Research Methods.

**Patrick Ashley** currently serves as the Senior Deputy Director at the DC Department of Health (DC Health) overseeing the Health Emergency Preparedness and Response Administration (HEPRA). As a senior executive at DC Health, Patrick works with other leaders in DC Government and the community to protect the health of District visitors and residents. Patrick is responsible for oversight of a variety of programs including the agency's readiness to respond to public health emergencies, healthcare preparedness, emergency medical services regulations, and special event preparedness for national security events such as the Presidential Inauguration. Patrick is chair of the region's Homeland Security Advisory Committee and the Health and Medical Regional Programmatic Working Group.

During the COVID-19 pandemic, Patrick served as the District's Health and Medical Branch Chief, responsible for the coordination of the District of Columbia's emergency health operations including testing, vaccination, healthcare coordination and surge. During the 2022 monkeypox outbreak, Patrick was responsible for the implementation of the monkeypox extended prophylaxis and therapeutic campaign. Prior to his work at DC Health, Patrick served in senior positions at the Virginia Department of Health and the Northern Virginia Emergency Response System. Patrick has also worked in local public health and acute care hospitals, as well as a volunteer EMS provider for more than 16 years.

Patrick is a Certified Emergency Manager and earned his undergraduate degree in Homeland Security and Emergency Preparedness at Virginia Commonwealth University, Richmond, Virginia; Master's in Safety, Security, Emergency Management at Eastern Kentucky University, Richmond, Kentucky; Master of Business Administration at Louisiana State University, Shreveport, Louisiana; and currently enrolled in the Doctor of Law and Policy program at Northeastern University, Boston, Massachusetts.

**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.

**Valerie Earnshaw**, PhD is a social psychologist who researches stigma and health inequities. She has studied stigma in the contexts of other infectious (e.g., COVID-19, HIV, Ebola, H1N1) and non-infectious (e.g., substance use disorders, mental illness) diseases. Dr. Earnshaw is an Associate Professor of Human Development and Family Sciences at the University of Delaware and the recipient of the Early Career Award for Distinguished Contributions to Psychology in the Public Interest from the American Psychological Association.

**Dr. Xiaoli Nan** is a Distinguished Scholar-Teacher and Professor of Communication at the University of Maryland, College Park. Dr. Nan is the Director of the University of Maryland's Center for Health and Risk Communication and a senior editor of the journal Health Communication. Dr. Nan's research focuses on persuasion, health message design, and the role of emerging media in public health promotion. Dr. Nan's recent work has addressed COVID-19 public health communication, health misinformation, and the impact of morality on health beliefs and behaviors. Dr. Nan has published more than 100 journal articles and chapters in edited volumes on topics related to health and risk communication, and was recently named the Lewis Donohew Outstanding Health Communication Scholar at the biennial Kentucky Conference on Health Communication.

**Joseph Osmundson** is a molecular microbiologist at New York University. He has a PhD from The Rockefeller University and has published his scientific research in Cell, PNAS, Nature Structural and Molecular Biology, and elsewhere. His book, VIROLOGY: Essays for the Living, the Dead, and the Small Things in Between, was published in June by Norton.