SO BC | Science Of Behavior Change

Roles for Behavioral Science in COVID-19 Vaccination Efforts
Webinar | January 6, 2021 | 1:30pm EST

A discussion of the behavioral and social science challenges and solutions to COVID-19 vaccine uptake/adoption, particularly in underserved populations.

What can our understanding of the mechanisms of behavior change contribute to help solve the challenge of broad vaccine uptake/adoption, including in underserved populations? What does existing scientific evidence suggest concerning communication about the science of COVID-19 vaccines and/or the availability/prioritization of vaccines in different communities? What role can/should behavioral science play in preparing the nation for a vaccine?

Our Speakers

To register for this webinar just click the Zoom icon **zoom**
https://columbiacuimc.zoom.us/webinar/register/WN_qeU-NHCTTHqIApvHavfqpQ

Heather M. Brandt, PhD
Director, HPV Cancer Prevention Program, Co-associate Director for Outreach, St. Jude Comprehensive Cancer Center, Member, Department of Epidemiology and Cancer Control St. Jude Children's Research Hospital

Exploring Implementation Challenges and Solutions for COVID Vaccination
Dr. Brandt will discuss various characteristics of COVID vaccinations, current vaccine distribution and uptake conditions, and key implementation challenges. In addition, she will describe strategies for overcoming implementation challenges.

Katherine L. Milkman, PhD
James G. Dinan Professor at the Wharton School of The University of Pennsylvania, Co-Director, The Behavior Change for Good Initiative

A Mega-Study on Nudging Vaccine Adoption
In Fall 2020, the Behavior Change for Good Initiative partnered with Walmart, Penn Medicine, and Geisinger Health to conduct the largest-ever communication research study aimed at increasing flu vaccinations during the Fall 2020 flu season. Dr. Milkman will discuss how results of this study can assist with encouraging COVID-19 vaccinations.

Jasmin A. Tiro, PhD
Associate Professor, Department of Population & Data Sciences, Associate Director for Community Outreach, Engagement, & Equity, Harold C Simmons Comprehensive Cancer Center, University of Texas Southwestern Medical Center

Promising Active Engagement Strategies to Address COVID-19 Vaccine Hesitancy
Even prior to the COVID-19 pandemic, vaccine hesitancy was named a top ten global pandemic threat. Thus, some will not rush to get the newly approved COVID-19 vaccines or respond to simple cues to action. Dr. Tiro will highlight promising strategies to actively engage hesitant individuals, address their concerns, and motivate decisions and actions in favor of vaccination.