Join us!

Communicating About COVID-19 Vaccines

Webinar Hosted by: University of Wisconsin – Madison, Division of Extension Health & Well-Being Institute

Date and Time: Wednesday, February 24th, 2021 12-1pm CST
Register in advance.

Summary: Community leaders, policy-makers, and community-based organizations play a very important role in increasing COVID-19 vaccine confidence in local communities. In this conversation, Dominique Brossard, Ph.D., UW-Madison Professor and Chair of the Department of Life Sciences Communication, will share effective communication strategies and major messaging points about COVID-19 vaccines. Join the dialogue to ask questions and learn valuable communication strategies to effectively engage in vaccine promotion in your community. Spanish language interpretation will be provided during the event. Please reference this document to learn how to access the Zoom language interpretation feature during the event.

Audience: This session is designed for community leaders, local policy-makers, and community-based service agencies and organizations who play a role in communicating about COVID-19 vaccines in local communities.

Agenda:
- Welcome and Introductions
- Communication Strategies
- COVID-19 Vaccine Messaging
- 5 Minute Stretch Break
- Q&A – be sure to submit your questions in the registration form

Questions: Please contact Emily Latham (emily.latham@wisc.edu)

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