



Wednesday, 13 October 2021
12:00-1:00 p.m. (EST)

**LIVE in the Pinn Hall Conference Center Auditorium
(MASKS WILL BE REQUIRED)**

and on Zoom: <https://us02web.zoom.us/j/82231534062>

“I read on Twitter that...”: Promoting Sound Public Health Guidance In A Sea Of A Million Voices

Danny TK Avula, MD, MPH

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Vaccination Coordinator for the Commonwealth of Virginia

Max A. Luna, MD, respondent

Associate Professor, Cardiovascular Medicine; Director, UVA Latino Health Initiative

Justin B. Mutter MD MSc, moderator


Throughout the pandemic, we have heard our patients, neighbors, and friends challenge evidence-based guidance with snippets of data and theories they saw online or on social media. Getting traction around COVID mitigation efforts has been infinitely more challenging given the social, political, and pseudoscientific voices sounding off on every digital platform. We will discuss what has worked, what has not, and what the last 18 months have taught us about the way we need to approach our work beyond the pandemic.

Medical Center Hour is free of charge and open to the public. For more information, see Center for Health Humanities and Ethics: <https://med.virginia.edu/biomedical-ethics/medical-center-hour/>
Watch Medical Center Hour recordings at <https://www.youtube.com/user/UVAMCH>

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