the medical center hour
Medicine & Society in Conversation

A program of the Center for Health Humanities and Ethics
University of Virginia School of Medicine

Wednesday, 16 February 2022
12:00-1:00 p.m. (EST)
A Zoom Webinar: https://us02web.zoom.us/j/82470186796

Koppaka Family Foundation Lecture in Health Humanities
Medical Misinformation

Seema Yasmin MD
Clinical Assistant Professor, Primary Care & Population Health, School of Medicine, Director, Research and Education Programs, Stanford Health Communication Initiative, Stanford CA

Irène Mathieu MD, moderator

Public health has a long history of medical *mis*communication and a reliance on non-evidence based and one-size-fits-all approach to messaging. This has contributed to suboptimal vaccination coverage rates, confusion about the safety of vaccine preservatives and waning trust in the medical and scientific establishment among some publics. In this fireside chat, Drs. Irène Mathieu and Seema Yasmin will explore how medical miscommunication fosters distrust and what communications scholarship can teach us about evidence-based approaches to effectively debunking myths and building resilience against pseudoscience.

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