

Wednesday, 16 February 2022  
12:00-1:00 p.m. (EST)

**A Zoom Webinar:** <https://us02web.zoom.us/j/82470186796>

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*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 *miscommunication* 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/>

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