

## **Turning the Tide: Combatting Misinformation in Public Health**

Friday, April 28<sup>th</sup> 9:30am – 4:30pm

Faculty House, Columbia University, 64 Morningside Drive, NYC

- 8:30 – 9:30** Doors open; Breakfast buffet
- 9:30 – 9:40** Opening Remarks, Gina Wingood, ScD, MPH, Director, Lerner Center for Public Health Promotion, Sidney and Helaine Lerner Professor of Public Health Promotion
- 9:40 – 9:45** Welcoming Address, Linda Fried, MD, MPH, Dean of the Mailman School of Public Health, DeLamar Professor of Public Health Practice
- 9:45 – 10:20** **Keynote Presentation, Wen-Ying Sylvia Chou**, PhD, MPH, National Cancer Institute, National Institutes of Health (NIH)
- 10:20 – 10:35** 15-minute Q&A
- 10:35 – 10:45** Break
- 10:45 – 12:30** **Speaker Panel: Combatting Misinformation in Public Health**
- 10:45 – 10:50** Introductions
- 10:50 – 11:10** **Leticia Bode**, PhD, Program in Communication, Culture and Technology, Georgetown University
- 11:10 – 11:30** **Nat Gyenes**, MPH, Digital Health Lab, Meedan
- 11:30 – 11:50** **Ami Zota**, ScD, MS, Environmental Health Sciences, Mailman School of Public Health, Columbia University
- 11:50 – 12:10** **John Cook**, PhD, Center for Climate Change Communication, George Mason University
- 12:10 – 12:30** 20-minute Q&A
- 12:30 – 1:30** Lunch Buffet
- 1:30 – 2:30** **Workgroups**
- 2:30 – 2:45** Break
- 2:45 – 4:15** **Op-Ed Workshop with Renee Loth**, Adjunct Lecturer, Harvard Kennedy School of Government and *The Boston Globe*
- 4:15 – 4:30** Wrap-up & Evaluations