



**Vaccine Hesitancy in the Commonwealth:
Tailoring the Message to Move the Needle
June 3, 2021, 12:00 – 1:35 PM**

12:00 – 12:15 p.m.

Welcome

Philip W. Johnston
Chairman, Massachusetts Health Policy Forum

Secretary Marylou Sudders
Executive office of Health and Human Services

12:15– 12:30 p.m.

Vaccine Hesitancy Framework

Anna Maria Siega-Riz, PhD
Dean and Professor, Departments of Nutrition and Biostatistics &
Epidemiology, School of Public Health and Health Sciences, University of
Massachusetts Amherst

12:30 – 1:30 p.m.

Panel Discussion

Moderator: Dayna Campbell, PhD, MPH
President, Board of Directors and co-Executive Director, Women of Color
Health Equity Collective, Assistant Professor, American International
College in the School of Health Sciences

Commissioner Monica Bharel, MD, MPH
Massachusetts Department of Public Health

Matilde Castiel, MD
Commissioner of Health and Human Services
City of Worcester

Robert Finberg, MD
Distinguished Professor of Medicine, University of Massachusetts Medical
School, Worcester

Thomas Mountain
Vice Chair, Republican Party

Q&A

1:30 – 1:35 p.m.

Closing Remarks

Michael Doonan, PhD
Executive Director, Massachusetts Health Policy Forum