



## 3<sup>rd</sup> Symposium for Emerging Viral Diseases

Campus Biotech, Geneva, Switzerland, 7-9 December

2022 <https://www.unige.ch/emerging-virus-symposium/>

### Heidi Larson : “Vaccine hesitancy”



#### Main affiliation:

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#### Actual Position:

Professor of Anthropology, Risk and Decision Science  
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Professor Heidi J. Larson, Director of The Vaccine Confidence Project and Professor of Anthropology, Risk and Decision Science, London School of Hygiene & Tropical Medicine; University of Washington, Seattle; and University of Antwerp and KU Leuven, Belgium. Her research focuses on managing risk and rumors. She is particularly focused on public cooperation during emergencies – disease outbreak, natural disasters, terrorism and conflict.

Prof. Larson previously headed Global Immunization Communication at UNICEF, chaired Gavi's Advocacy Task Force, and served on the WHO SAGE Working Group on vaccine hesitancy. She is author of STUCK: How Vaccine Rumors Start – and Why They Don't Go Away (Oxford University Press, 2020). In 2021, she was awarded the Edinburgh Medal and BBC named her as one of the 100 most influential women in the world.