Evidence Mobilization Action Collaborative
Fall 2021 Webinar
Stewarding Public Trust in Biomedical Science and Research

November 4, 2021 12:00 PM – 4:00 PM ET
Zoom Webinar

Focus: To assess, understand, and grow public trust in health research and the evidence it generates.

Motivating questions:
1. Profile: What are the characteristics and origins of public distrust in health research?
2. Trends: What have been the correlates and trends for increasing distrust in health research?
3. Consequences: What are the near and longer term potential consequences?
4. Role of cadence: What is the role of speed and sense of urgency?
5. Role of capacity: What is the nature and importance of transparency in the research process?
6. Strategies: What trust-enhancing strategies have been suggested?

Outcomes anticipated: Elements identified of players and priorities for sustained effort to build and hold trust in health research.

12:00 pm ET Welcome, Introductions & Meeting Overview

Welcome from the National Academy of Medicine
Michael McGinnis, National Academy of Medicine
Opening remarks and meeting overview by Collaborative Co-chairs
Richard Kuntz, Medtronic
Richard Platt, Harvard University

12:15 pm ET Overview of Trust and Distrust in Biomedical Research

This session will provide a broad overview of the elements contributing to public distrust in biomedical science and evidence across diverse demographic and background characteristics.

Moderator: Richard Kuntz

Cary Funk, Pew Research Center
Sudip Parikh, American Association for the Advancement of Science
Sandra Quinn, University of Maryland School of Public Health

Q&A

1:00 pm ET Transparency, Independence, and Innovation in Science
This session will build on the preceding session to examine how scientific integrity and innovation have contributed to levels of trust, particularly during the COVID-19 pandemic.

Moderator: Richard Platt

Ramona Burress, Janssen, Pharmaceutical Companies of Johnson & Johnson
Lisa Fitzpatrick, Grapevine Health

Reactors:
Gwen Darien, National Patient Advocate Foundation
Joseph Ross, The Yale Open Data Access Project

Q&A

1:45 pm ET  
**Society, Science, and Social Media**

This session will break down power structures and dissect political trends prevalent throughout the COVID-19 pandemic that have posed as barriers to public trust. Speakers will also examine the increasing and misinformed use of social media as a barrier to effectively and efficiently communicate scientific evidence.

Moderators: Richard Kuntz

Robin Vanderpool, National Cancer Institute
Jay van Bavel, New York University
Katherine Ognyanova, Rutgers University
Jeremy Greene, Johns Hopkins Medicine

Reactors:
Wendy C. King, University of Pittsburgh
Tara Haelle, Independent Science Journalist

Q&A

2:45 pm ET  
**Strategies & Solutions for Closing the Trust Gap**

Meeting panelists will reconvene to share key takeaways from this meeting and engage in a discussion on lessons learned and potential solutions moving forward to promote trust across the barriers presented.

Collaborative Co-Chairs

Q&A

3:30 pm ET  
**Stewarding Action**

Concluding observations, insights on next steps, and final thanks to all invited speakers and reactors.

Collaborative Co-Chairs

4:00 pm ET  
**Adjourn**

Michael McGinnis, National Academy of Medicine