

#24

COMPLETE

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Page 3: University of Cincinnati, Continuing Medical Education (CME)SECTION 1: ACTIVITY INFORMATION

Q1

Your name as you want it to appear in the conference materials.

Julie Sweetland

Q2

Your credentials as you want it to appear in the conference materials.

PhD

Q3

Title/position

Senior Advisor

Q4

Organization of Employment

FrameWorks Institute

Q5

The title of your presentation as you want it to appear in the conference materials.

Strengthening Vaccine Policy and Public Confidence: Applying Evidence-Based Messaging to Address Vaccine Hesitancy

Q6

Email Address

jsweetland@frameworksinstitute.org

Q7

Contact Phone Number

6507993373

Q8

Please provide a brief professional biosketch for yourself. This will be used to create your introduction for your presentation.

Dr. Julie Sweetland is a sociolinguist and senior advisor with the FrameWorks Institute, a nonprofit that studies the cultural and communications aspects of social and scientific issues. Dr. Sweetland's skill in translating framing research into communication strategy has helped drive change on health equity topics like childhood adversity, tobacco control, maternal mortality, and more. As a longtime partner to the American Academy of Pediatrics, Julie has been instrumental in AAP's efforts to lead a more productive public conversation on childhood vaccination.

Q9

Please supply 1-3 objectives for your presentation that finish the sentence: "Following this presentation, attendees will be able to..." (We may modify objectives to adhere to CE requirements.)

Learning Objectives

Identify and avoid specific framing traps that inadvertently reinforce vaccine misinformation.

Apply research-backed metaphors and messages to explain the immune system and community protection more effectively.

Adapt to a changing information ecosystem by contributing to conversations in the public square

Q10

Please supply a short abstract (2-3 sentences) of the content of your presentation. This abstract may be used to describe your presentation for continuing education credits review and to refine educational objectives for your presentation.

This session presents evidence-based vaccine communication strategies developed through research conducted in partnership by FrameWorks Institute and the American Academy of Pediatrics. This large-scale research has involved over 13,000 U.S. residents, including rural populations, Spanish speakers, and vaccine-hesitant parents — and has powered the AAP's Vaccine Confidence Campaign over the past year. Attendees will learn to navigate polarized landscapes by deploying tested narratives that shift the public conversation from fear to facts, and from risk to reward. By applying these high-impact framing tools in public communications, public health leaders can help to counter manufactured controversies and foster productive, science-based dialogues that shore up and rebuild vaccination confidence.

Q11

Respondent skipped this question

If you have a prepared document that describes your abstract, you may attach it here:

Q12

I will be using the following method(s) of instruction (select all that apply):

Lecture,**Video****Q13**

I need the following equipment for my presentation:

Digital projector and computer for PowerPoint or other computer display

Q14

I hereby grant permission to post my presentation and/or handout on the conference web page in PDF format. The presentations will be posted after the conference ends. AOHC will not provide hard copies provide at the conference.

Yes, you may post my presentation and/or handout on the conference web page.

Page 4: Section 2: INFORMATION ABOUT THE CONTENT OF YOUR PRESENTATION

Q15**Presenter/Speaker**

Please indicate your role in this activity:

Q16**Yes**

Will you be discussing specific pharmacologic treatments or surgical procedures as part of your presentation?

Q17**Yes**

Are the products discussed in your presentation produced or marketed by commercial entities with which you have disclosed a relationship?

Q18**Yes**

Will you be presenting findings from specific research studies?

Q19**No**

Have studies cited in your presentation been published in a peer-reviewed journal?

Q20**No**

Do any of these studies make a recommendation for pharmacologic treatments or surgical procedures?

Q21**Yes**

Did you have any affiliation with any of these studies?

Q22**No**

Were any of these studies commercially funded?

Page 5: SECTION 3: COMMERCIAL INTEREST | INELIGIBLE COMPANIES | NATURE OF RELATIONSHIP

Q23**No - In the past 24 months, I have NOT had any financial relationships with any ineligible companies.**

Please disclose ALL FINANCIAL RELATIONSHIPS that you have had in the PAST 24 MONTHS with ineligible companies. For each financial relationship, enter the name of the INELIGIBLE COMPANY and the nature of the financial relationship(s). There is no minimum financial threshold; we ask that you disclose ALL FINANCIAL RELATIONSHIPS, regardless of the amount, with ineligible companies (spouse/significant other relationships no longer need to be disclosed). You should disclose ALL FINANCIAL RELATIONSHIPS regardless of the potential relevance of each relationship to the education. Do you have any financial relationships with an ineligible company?

Page 6: Commercial Interest/Nature of Relationship

Q24**Respondent skipped this question**

You indicated you have a financial relationship to disclose. Provide the name of the ineligible company.

Q25**Respondent skipped this question**

Nature of Relevant Financial Relationship. Provide the nature of financial relationship

Q26**Respondent skipped this question**

IN YOUR OPINION IS THIS RELATIONSHIP RELEVANT TO THIS PRESENTATION?

Q27**Respondent skipped this question**

HAS THE RELATIONSHIP ENDED? If the financial relationship existed during the last 24 months, but has now ended, please check the box in this column. This will help the education staff determine if any mitigation steps need to be taken. If yes, provide the end date.

Q28 Respondent skipped this question

Do you have another financial relationship to disclose?

Page 7: Commercial Interest/Nature of Relationship

Q29 Respondent skipped this question

You indicated you have a financial relationship to disclose.
Please specify the second company name

Q30 Respondent skipped this question

Nature of Relevant Financial Relationship. Identify the nature of the relationship.

Q31 Respondent skipped this question

In your opinion is this financial relationship relevant to your presentation?

Q32 Respondent skipped this question

HAS THE RELATIONSHIP ENDED? If the financial relationship existed during the last 24 months, but has now ended, please check the box in this column. This will help the education staff determine if any mitigation steps need to be taken. If yes, provide the end date.

Q33 Respondent skipped this question

Do you have another financial relationship to disclose?

Page 8: Commercial Interest/Nature of Relationship

Q34 Respondent skipped this question

You indicated you have a financial relationship to disclose.
Please specify the next company name

Q35 Respondent skipped this question

Nature of Relevant Financial Relationship. Identify the nature of the relationship.

Q36 Respondent skipped this question

In your opinion is this relationship relevant to your presentation?

Q37

Respondent skipped this question

HAS THE RELATIONSHIP ENDED? If the financial relationship existed during the last 24 months, but has now ended, please check the box in this column. This will help the education staff determine if any mitigation steps need to be taken. If yes, provide the end date.

Page 9: Resume/CV

Q38

Upload a copy of your CV or résumé below

SweetlandJulieCV2025.doc (41KB)

Page 10: Agree to Submit

Q39

Yes

I have carefully read and considered each item in this form and have completed it to the best of my ability.

Q40

Signature/typed name

Julie Sweetland

Q41

Date

August 6 2026
