

Grand Rounds

Understanding and Addressing Vaccine Hesitancy and Building Vaccine Confidence



Date:
September 8, 2026

Time:
7:00 a.m. – 8:00 a.m.

Place:
Auditorium A/B & Virtually

Teams Link:
[Click Here](#)

Speakers:
**Dr. Jennifer Atwood and
Laura Dennis**

Apply after completing the session, learners will be able to:

- Explain the key factors that influence vaccine confidence and hesitancy among patients and communities.
- Recognize the impact of trust, culture, health literacy, and misinformation on vaccine decision-making.
- Identify common myths and misconceptions about vaccines and respond using accurate, evidence-based information.
- Demonstrate effective communication techniques including motivational interviewing and empathetic listening, when discussing vaccines with hesitant patients.
- Apply strategies to address concerns related to vaccine safety, effectiveness, side effects, and scheduling.
- Use approaches to support respectful vaccine conversations.
- Identify reliable vaccine information resources for both providers and patients.



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Grand Rounds is a self-approved group learning activity (Section 1) as defined by the Maintenance of Certification program of The Royal College of Physicians and Surgeons of Canada.

This activity meets the certification criteria of the College of Family Physicians of Canada and has been certified by the Continuing Education and Professional Development Office at NOSM University for up to 1 Mainpro+ Certified Activity credits