

# Vaccine Hesitancy in Communities of Color:

*How We Got Here and the Path Forward*

Live FREE Online Event  
Thursday, January 21, 2021  
10:00 – 11:30 am

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Members of Black and Latinx communities are significantly less likely to consent to vaccination, despite being disproportionately impacted by COVID-19. During this webinar, Dr. Rochester will provide an overview of systemic racism and bias in healthcare and how these contribute to medical mistrust and vaccine hesitancy in Black and brown communities. Dr. Rochester will review existing survey data regarding vaccine wariness and share additional insight gained through in-depth conversations with community representatives. Participants will be introduced to strategies for addressing and mitigating vaccine hesitancy in their workforce and in the broader community.



## Nicole Rochester, M.D.

Dr. Nicole Rochester is a board-certified pediatrician, professional health advocate, [TEDx](#) and keynote speaker, and the CEO of [Your GPS Doc, LLC](#), an innovative company that helps aging individuals, those with chronic illnesses, and their family caregivers navigate the healthcare system. She was inspired to start her company after caring for her late father and witnessing the complicated healthcare system from the other side of the stethoscope.

A Maryland native, Dr. Rochester obtained her undergraduate degree from Johns Hopkins University, her medical degree from the University of Maryland School of Medicine and she completed her pediatric residency training at Children's National Medical Center in Washington, DC. She serves on the Board of Trustees for the Maryland Health Education Institute and is a member of the Alliance of Professional Health Advocates, the National Association of Healthcare Advocacy, the American Academy of Pediatrics, and was recently appointed to the Mass Vaccinations Community Outreach Planning Workgroup through the Maryland Department of Health.

Dr. Rochester is passionate about eradicating health inequities and believes genuine patient and family caregiver engagement is the key to positive transformation in our healthcare system.

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