



GLOBAL HEALTH CONFERENCE

— of the Americas —



Executive Report

Kovens Conference Center, Biscayne Bay Campus,
Florida International University

November 30 - December 2, 2022



Thank you to our sponsors



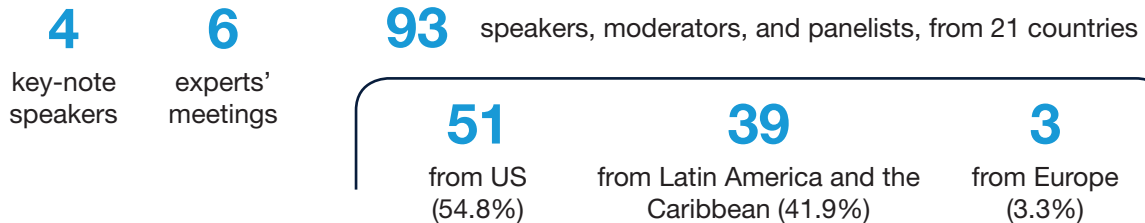
Real Wealth is Global Health #GHCFIU22



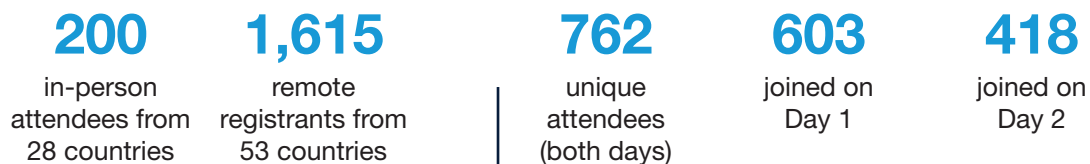
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Agenda in Numbers

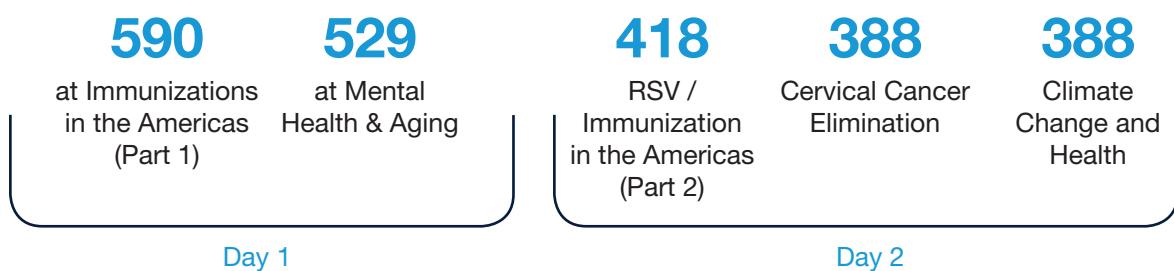


Engagement

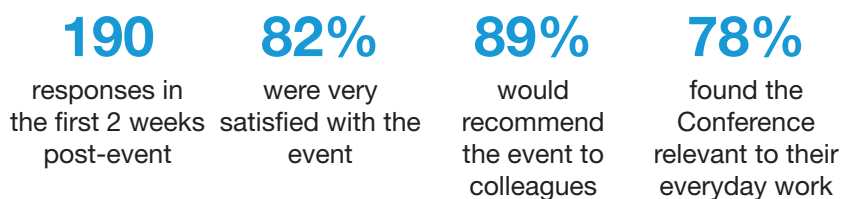


Overall virtual attendance

Visual Participation Breakdown by Session



Survey Results





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Overview

The 2022 Global Health Conference of the Americas (GHCFIU22) was held November 30-December 1, 2022, at the Kovens Conference Center, Florida International (FIU) University Biscayne Bay Campus, Miami, Florida, USA. Hosted by the Global Health Consortium, Department of Global Health at FIU's Robert Stempel College of Public Health & Social Work (Stempel College), this year's conference partners included the Pan American Health Organization/World Health Organization (PAHO/WHO), the National School of Tropical Medicine at the Baylor College of Medicine, FIU's Herbert Wertheim College of Medicine (COM), the Global Health Institute at the University of Wisconsin-Madison, the Sylvester Comprehensive Cancer Center at the University of Miami Health Center, and the Latin American Society for Pediatric Infectious Diseases (SLIPE). Together with the academic community, each played a pertinent role in making the Conference a success.

GHCFIU22 was designed as a hybrid format event. It featured 93 experts participating as speakers, panelists or moderators, sharing their knowledge through presentations and panel discussions. The experts explored key areas including Climate Change and Health, Cervical Cancer Elimination, Mental Health and Aging, Disaster Preparedness, and Immunization in the Americas, the challenges of Respiratory Syncytial Virus and Chikungunya prevention in adults, as well as the lessons learned from COVID-19 and the new challenges still ahead.

Over 200 in-person delegates and more than 760 remote participants from 53 countries attended GHCFIU22 during two intensive days of plenary sessions and concurrent expert meetings.

The post event survey illustrates that the Conference was highly regarded for its speakers, agenda, panels, and overall organization, with an 82% overall positive satisfaction rate.

Awards



In the opening ceremony, the Dean of Stempel College, Dr. Tomás Guilarte presented an award to Dr. Peter Hotez and to Dr. María Elena Bottazzi, Dean and Associate Dean of the National School of Tropical Medicine at Baylor College of Medicine, respectively, for their outstanding contributions to science and the fight against health inequities. A special award was also presented to Dr. Tomás Guilarte, Dean of Stempel College. "Voces Ciudadanas," a non-for-profit initiative in Latin America that seeks to promote the dialogue and articulation between state and society, granted this award to Dr. Guilarte for his contribution to this conversation during his time at FIU, and particularly during the pandemic.



Conference Videos On-Demand

We cordially invite the global health care community to visit [the conference website](#) to view the streaming videos of the Conference.



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Agenda

The conference presented an ambitious agenda combining three plenary sessions with six concurrent experts' meetings.

The plenary track included four keynote lectures encompassing the myriad of fields and topics featured in this year's conference.



On Day One, November 30th, the audience heard the first keynote speaker, Dr. Peter Hotez, a master lecturer who addressed both vaccine equity and the rising, aggressively globalizing anti-science empire. Dr. Hotez described the complex biological, environmental, and social issues that determine the susceptibility to and the impact of current and emerging infectious diseases in developing countries. This adds to the challenges of vaccine design and populational vaccination coverage required to achieve public health objectives. Dr. Hotez also highlighted new global "hot zones" where political instability combines with climate change, urbanization, deforestation, or anti-science, to threaten disease prevention.

Heading the inaugural lecture, Dr. Rajiv Chowdhury, Chair of the Department of Global Health at Stempel College, addressed the challenges and opportunities of global health and globalization. He reviewed in detail the impact of inequities and the many unresolved obstacles that lay ahead, and which demand interdisciplinary collaboration based on principles of equal partnership.

On Day Two, December 1st, attendees heard keynote speakers Dr. Luiz Galvão from Oswaldo Cruz Foundation – Fiocruz, Brazil and Dr. Aileen M. Marty, from the Herbert Wertheim College of Medicine at FIU. Invited to present on Climate Change and Equity, Dr. Galvão gave a clear explanation of the causes of global change, how the earth system works, how changes are measured, and illustrated various perspectives. Upon reviewing the interrelation of equity and climate change, Dr. Galvão described the state of affairs of income, ecological and gender inequity. He stressed that while climate change poses health threats for everyone, it is the low-income population and other marginalized groups that face the disproportionate risks created by underlying inequities, structural racism, and discrimination worldwide.



Dr. Aileen Marty's lecture on "Pandemic X" captured the audience's attention with her brilliant explanation on how the One-Health approach and modular thinking will help science and humanity prepare for the next pandemic, expect the unexpected, and avoid repeating errors by remembering the past.

The breakout experts' sessions held on both days provided a forum to discuss those areas of global health selected for this year's conference. Each session featured top-notch experts and key opinion leaders in their fields. These experts managed to carve out time from their busy schedules to meet in Miami November 30-December 1, to engage in motivational and up-to-date scientific discussions.



Breakout Experts' Meetings

Climate Change

The Climate Change session was moderated by Dr. Rajiv Chowdhury, Chair of the Department of Global Health at Stempel College, and enhanced by the participation of top-notch regional and global health experts. Dr. Diarmid Campbell-Lendrum, Head of World Health Organization's Climate Change and Health Unit, presented the organization's position on climate change. Dr. Campbell-Lendrum stressed that health is absent in the climate change formal global agenda, and that there is a lack of financial resources to address the impacts of climate change overall.



Dr. Karen Polson Edwards, Advisor on Climate Change and Health at the Communicable Diseases and Environmental Determinants of Health Unit, presented PAHO's agenda and strategy, pointing at financial support and capacity building as the key goals for improving the response to climate change.

The presentations that followed focused on the health consequences of climate change. They reviewed the interlinkages between the climate system, the food system, the ecosystem (land, water and oceans) and the socio-economic system. Pollution was a key topic as it is seen as a growing threat that kills an estimated 9 million people per year —three times more than AIDS, tuberculosis and malaria combined.

Discussions on potential solutions and action plans called for the creation of a Consortium

for Climate Change and Health Research in the Americas, which would be led by key global partners.

Immunizations in the Americas

Dr. Francisco Becerra, Senior Adviser of the Global Health Consortium and Dr. Roberto Debbag, President of the Latin American Society of Pediatric Infectious Diseases (SLIPE), in collaboration with Dr. Carlos Espinal, Director of the Global Health Consortium, moderated the two sessions on Immunizations in the Americas held on Day 1 and 2 of the conference.



Presenting an update on immunization in the Americas, Dr. Daniel Salas, Chief of the Comprehensive Family Immunization Unit at PAHO, described the challenges and threats in the Americas, mainly those posed by the progressive reduction of vaccination coverage, particularly in children less than 1 year; in 2021, more than 2.7 million children were unvaccinated.

Dr. María Elena Bottazzi, Keynote Speaker and Associate Dean of the National School of Tropical Medicine at Baylor College of Medicine, shared an update on platforms for research and innovation in vaccines against non-communicable diseases. Dr. Bottazzi placed special emphasis on the key role of partnership business models for vaccine product development and the need to focus on multiple non-transmissible diseases. She also shared a "behind the scenes" look at the COVID-19



vaccine technology developed with Dr. Peter Hotez at the Center for Vaccine Development at Texas Children's Hospital, and an update on how their COVID-19 vaccine (CORBEVAX) is doing after more than 73 million pediatric vaccinations and, as of recently, a booster for adults. CORBEVAX was engineered and designed in the United States and is produced in India through technology transfer. It is the first vaccine, of many more to come, that will be engineered, designed, and produced as such.

Other topics in the agenda included revisions and discussions on decreased vaccine coverage and how to design and implement catch-up strategies. Dr. Flor Muñoz, Associate Professor of Pediatrics at the Baylor College of Medicine, an expert in maternal and neonatal immunization, spoke about the unmet needs in the vaccination of pregnant women. She stressed the significant impact of maternal immunization as a public health strategy for disease prevention in mothers and infants, as shown with Pertussis, Influenza, Ebola and COVID-19. However, Dr. Muñoz commented that vaccination coverage and acceptance remains suboptimal.

The Immunization in the Americas sessions increased participant engagement and provided a forum to review COVID-19 vaccine future expectations and new vaccine development for other infections. The sessions also tackled vaccine confidence and hesitancy, with a dedicated panel focusing on regional strategies, best practices and opportunities.

A special portion of the agenda was dedicated to exploring new platforms now available for respiratory syncytial virus vaccines.

Cervical Cancer Elimination

The agenda of the Cervical Cancer Elimination experts' group meeting was designed in collaboration with Dr. Mauricio Maza, Regional Advisor for Cancer Prevention and Control at PAHO. The focus of the meeting was to present the state of cervical cancer in the Americas, with a focus on screening, vaccination and treatment. After the presentation, participants were invited to discuss potential strategies in breakout groups.



In the Americas, approximately 72,000 women each year are diagnosed with cervical cancer, a disease that is preventable through vaccination, screening and precancer treatment. This type of cancer can be controlled with early diagnosis, timely treatment and palliative care. Unfortunately, even with these available tools, an estimated 34,000 women die each year from the disease. Dr. Maza described cervical cancer as a major public health problem, particularly in low and middle-income countries.

Vaccination against the Human papillomavirus (HPV) can significantly reduce the risk of cervical cancer. As described by Dr. Carla Domingues, Former Chief of the National Immunization Program in Brazil, the HPV vaccine is available in 44 countries across Latin America; however, coverage rates are dramatically low in most of them, particularly in the second dose.

Dr. Anna Cabanes, a Global Cancer Epidemiologist and Cancer Control Advocate and Co-Founder of ONCONNECTA, joined Dr. Maza in presenting PAHO's regional strategy and action plan for cervical cancer prevention and control. They reviewed the four main priorities of the strategy:

1. Primary and secondary prevention through awareness, information, education and HPV vaccination.
2. Early detection of cervical cancer through screening programs and treatment of precancerous lesions.
3. Access to cervical cancer diagnosis, advanced cancer treatments, rehabilitation and palliative care.



4. Establish leadership and create the systems to drive the implementation of the elimination strategy effectively, as well as monitor progress.

After these presentations and panels, the breakout groups were invited to discuss how to develop and implement these strategies in their countries with the aim of reaching WHO's 90-70-90 strategic goal for cervical cancer elimination (90% of girls fully vaccinated with HPV vaccines by the age of 15; 70% screened with a high performance test at the age of 35 and again at 45; 90% of women with precancer treated and 90% of women with invasive cancer managed). Each group presented their conclusions and the meeting was adjourned.

Aging and Mental Health

The Aging and Mental Health session was organized in collaboration with the Department of Psychiatry and Behavioral Health at FIU's Herbert Wertheim College of Medicine (HWCOCM).



Representing PAHO/WHO was Dr. Enrique Vega, Chief of the Healthy Life Course Unit, who shared a global vision of aging and mental health. Dr. Vega's presentation explored how mental and neurological disorders impact older adults. In his session, Dr. Vega shared that 15% of adults aged 60 and over have a mental or neurological disorder, the most common forms being dementia and depression. He warned that

between 2010-2050, dependent older adults are expected to increase from 101 million to 227 million globally. Dr. Vega called on improving resources to support caregivers, particularly women, who bear the burden of elder care. He pointed to the Decade of Healthy Aging in the Americas (2021-2030), the UN's "main strategy for achieving and supporting actions to build a society for all ages," and how critical it is to support caregivers and take the appropriate actions to aid a growing older population.

Dr. William Vega, Distinguished Professor and Senior Scholar for Community Health at FIU, addressed the social determinants of mental health. He presented late-onset Alzheimer's disease as a combination of numerous risk factors, including social, environmental, biological, genetic and physiological, that operate through different pathways.

Among the main risk factors, Dr. Vega identified early physical and psychological trauma, low cognitive reserve, toxins, diabetes, heart disease, substance dependence, stroke and other dementias. He described apolipoprotein E4 (APOE 4) as the primary genetic risk factor and stressed that research on APOE 4 interaction patterns over the life span could highlight direct pathways associated with cognitive decline in people with mental disorders. Finally, he indicated that instead of waiting for a cure, science must advance research on life-stage appropriate interventions to help prevent mental disorders and cognitive decline.

The final session reviewed opportunities for mental health research and aging. It set forth a call to action for global research collaboration. Existing collaborations were noted as examples, such as the initiatives of the National Institute of Mental Health (NIMH), the National Institute of Drug Abuse (NIDA), and the research project focusing on diverse Latinos being carried out by the University of California San Diego School of Medicine, and the US-Colombia collaboration in genetics research.



Social Media Analytics Report

Executive Summary

To promote the Global Health Conference of the Americas 2022, Stempel College’s Marketing and Communications (M&C) team created and disseminated content across all of the college’s social media platforms (e.g., Twitter, Instagram, LinkedIn, and Facebook.).

We promoted in-person and virtual registration openings, speakers, and conference topics using the hashtag #GHCFIU22. During #GHCFIU22, we displayed signage promoting the hashtag, live-tweeted on Twitter and posted interactive posts and stories on Instagram and Facebook. We also posted daily recaps of what occurred on each conference day on our LinkedIn, Instagram, and Facebook feeds.

Across all platforms, from November 25 to December 5, 2022, #GHCFIU22 social media content received 696 likes, 189 mentions, 823 interactions, and 122 shares.

Through our efforts, we garnered approximately 2.4 million impressions, the number of times our content was displayed to social media users.

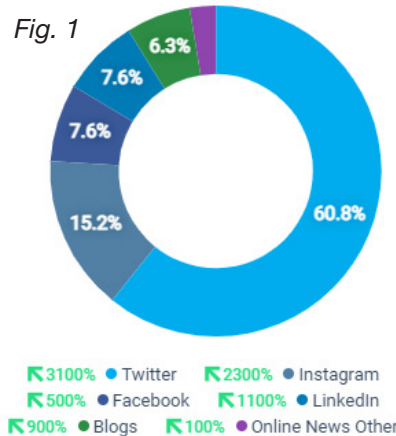
Methodology

Stempel College’s M&C team used two tools to analyze social media engagement for the conference:

- Talkwalker, FIU’s listening and analytics platform, was used to analyze Stempel and user-produced content. We reviewed data from October 1 to December 5, 2022.
- BrandMentions captured engagement metrics from across all social media platforms. Due to limitations within the tool, the team could only capture engagement within a 7-day period, so we analyzed data from November 25 to December 5, 2022.

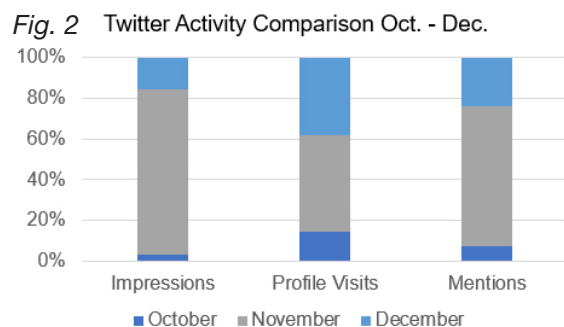
Social Media Highlights

Overall social media activity. Fig. 1 shows conference-related social media activity from October 1 to December 5. Most of the content was distributed via Twitter (61%), given the nature of the platform. Instagram came in second, followed by Facebook and LinkedIn.



This was an overall 8,000% increase in activity across all social media platforms compared to the previous three months (i.e., July through September).

Twitter activity. Fig. 2 compares Twitter activity from October 1 to December 5, with November and December garnering the most. During the conference, we had 80 tweets mentioning #GHCFIU22.





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Examples Of Pre-Conference Social Media Content

FIU Robert Stempel College of Public Health & Social Work
Published by Hootsuite • November 14 at 3:01 PM •

You can now attend the #GlobalHealth Conference of the Americas in person OR virtually! The conference will take place in Miami, Florida, on November 30-December 2, 2022. Virtual attendance is free, but you must register to attend. To register and view the agenda, visit: go.fiu.edu/ghcfiu22 #GHCFIU22 #PantherPride #FIU #FIUStempel

FIU Public Health & Social Work @fiustempel · Nov 25

Meet the Climate Change & Health Experts Dec. 1st at the GlobalHealth Conference of the Americas 2022! Hear from them & other experts from across the globe to discuss solving today's #globalhealth challenges! For more info, and to register: go.fiu.edu/ghcfiu2022 #GHCFIU22

fiustempel

fiustempel Meet the Immunizations in the Americas and RSV Experts on November 30th at the Global Health Conference of the Americas 2022! Join us virtually or in person to hear from them and other experts as they discuss a path forward to solving today's #globalhealth challenges! For more information and to register, click the link in the bio #GHCFIU22 @opspaho @fiuinstagram @bcmhouston @globalhealthinstituteuw @sylvestercancer

Edited · 2w

View insights



Liked by goglobalfiu and 12 others

NOVEMBER 19

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Post



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Top Posts Across Social Media Accounts

TWITTER

Twitter is a platform that allows for real-time coverage of an event. Due to the nature of the platform, Twitter was where most of our posts and engagement came from. What follows are the three top posts from the past three months—two of which highlighted our #GHCFIU22 honorees.



FIU Public Health & Social Work @fiustempel
Attend the **#GlobalHealth** Conference of the Americas in person OR virtually! The conference will take place in Miami, Nov. 30-Dec. 2, 2022. Virtual attendance is free, but you must register to attend. To register & view the agenda, visit: <http://go.fiu.edu/ghcfiu22> **#GHCFIU22** pic.twitter.com/ITU0Go8dCj

Impressions	61,510
Total engagements	135
Link clicks	42
Detail expands	34
Media engagements	21
Retweets	11
Likes	10
Profile clicks	10
Hashtag clicks	7



FIU Public Health & Social Work @fiustempel
FIU Stempel College's Dean Guilarte presents award to **@mebotazzi** for her tremendous impact in helping combat neglected tropical diseases and **#covid19**. **#ghcfiu22** **#globalhealth** **#publichealth** pic.twitter.com/fnRQJc7FS

Impressions	15,653
Total engagements	58
Media engagements	20
Detail expands	16
Likes	10
Profile clicks	9
Retweets	2
Hashtag clicks	1



FIU Public Health & Social Work @fiustempel
FIU Stempel College's Dean Guilarte presents award to Dr. **@PeterHotez** for his contributions to science and the fight against health inequities. **#ghcfiu22** **#globalhealth** pic.twitter.com/880xMQpLCj

Impressions	11,122
Total engagements	277
Likes	131
Media engagements	65
Retweets	22
Profile clicks	22
Detail expands	21
Replies	7
Hashtag clicks	6
Link clicks	3



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LINKEDIN

On LinkedIn, the post with the most engagement featured our Stempel College staff with Dr. Peter Hotez and Dr. Maria Elena Bottazzi, #GHCFIU22's honorees.

The post received 1,117 impressions, 283 clicks, and 49 reactions for an overall 30.17% engagement rate. For context, an average good engagement rate on LinkedIn is 6%.



INSTAGRAM

On Instagram, we highlighted our student and alumni volunteers to appeal to our large student audience on the platform.

Sharing student-focused content made the content more relatable to our audience. We created a lighthearted, time-lapsed Reel of the event space so that those tuning in virtually could get a quick glimpse of the venue.

The Reel received 457 views.

