

Western



Centre for
Bioethics

Reading Group in Public Health Ethics

“WALKING A TIGHTROPE: THE ACCOUNTS OF U.S. STATE LEVEL SENIOR COMMUNICATION OFFICIALS ON PROMOTING TRUST AND TRANSPARENCY IN THE COVID-19 PANDEMIC”

Special Guest: Dr. Katelyn Esmonde

Assistant Professor at
Western University



By Esmonde et al “Throughout the COVID-19 pandemic, governments and health agencies were responsible for communicating vital information to the public. To effectively communicate the severity of the situation and to encourage the public to follow recommendations, best practices for public communication during emergencies often emphasize two objectives: building trust and being transparent. Doing so can require communicators to “walk a tightrope,” where the successful path of health communication is narrow and requires balancing multiple communication objectives without going too far towards any particular one...”



May 26, 2026



4:00PM - 5:00PM



This session will be
in person at the
Grad Club,
Middlesex College,
Room 19 (lower
level)

All Welcome! Questions? Contact Professor Nicole Fice (nfice@uwo.ca)