



## Prof. L Suzanne Suggs

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Prof. Dr. L. Suzanne Suggs, PhD, MS, CHES is a Full Professor of Social Marketing and Head of the BeCHANGE research group in the Institute of Communication and Public Policy and in the Institute of Public Health at the Università della Svizzera italiana (USI) in Lugano Switzerland. She is a Visiting Reader at Imperial College London in the Institute of Global Health Innovation, Faculty of Medicine (UK), Vice-President of the Swiss School of Public Health (SSPH+), co-speaker of the Swiss Academies of Arts and Sciences Expert Group on Science Communication. She was a member of the Scientific Committee of the Vaccine Hesitancy meeting in Annecy France for 8 years, and of the Swiss National COVID-19 Science Task Force during its two-year mandate. Previously, she was Assistant Professor of Health Communication at Emerson College and Adjunct Clinical Professor at Tufts University School of Medicine (USA). She also has vast industry experience working in health behaviour companies and in consultancies. She is a Certified Health Education Specialist, has a Bachelor of Business Administration in Marketing (USA), a Master of Science and a PhD in Health Studies (USA), and did a post-doc fellowship in healthy ageing and patient-provider communication at McMaster University (Canada). Her research focuses on health communication, determinants of health behaviours, and strategies to modify health related behaviours; concentrating mainly on vaccination acceptance and hesitancy, eating behaviours, and physical activity.