

Thomson, Angus

Irimi



Angus Thomson is Principal of Irimi, a public health behavior design company, and Adjunct Clinical Professor, Department of Communication Studies, Indiana University Indianapolis, USA. Angus was previously Senior Social Scientist for the Demand for Immunization team at UNICEF HQ. Dr. Thomson has conceived and helped build several global vaccine demand programs including the Vaccination Demand Observatory, the International Pediatrics Association Vaccine Trust Project, and the Cranky Uncle program of psychological inoculation against vaccine misinformation. He co-authored the UNICEF Vaccine Misinformation Management Field Guide (15,000+ downloads), the UNICEF Vaccine Messaging Guide, and has published over 30 peer-reviewed opinion pieces, research papers, and book chapters on vaccine demand which cover formative socio-behavioral research, social behavior change intervention design and policy development and implementation.