



**Implementing resolution EUR/RC72/R1:
WHO regional meeting on behavioural and
cultural insights for health**

2 May 2023

**Copenhagen, Denmark
12-14 September 2023**

**ORIGINAL:
ENGLISH**

Scope and Purpose

Behavioural and cultural insights (BCI) can help combat health challenges that involve human behaviour. BCI is an evidence-based approach which draws on robust methods for 1) systematically exploring individual, structural and sociocultural barriers and drivers to health behaviours, 2) using this insight to develop and improve health-related policies, services and communication and 3) evaluating these using robust methods to ensure they deliver better health and reduce inequity.

A WHO regional meeting on BCI for health will be held on 12-14 September 2023 in Copenhagen, Denmark. The meeting serves to advance the implementation of **resolution EUR/RC72/R1** which was adopted by all Member States at the 72nd session of the WHO Regional Committee for Europe in September 2022, by bringing together Member State representatives and partners to share experiences, tools and approaches and to discuss the way forward. The meeting will commence with a welcome reception in the evening of 12 September and continue with full-day programme on 13 and 14 September 2023.

In 2021, Member States were requested by WHO Regional Office for Europe to nominate a BCI Focal Point. Since then, the BCI Focal Points have been engaging actively in developing the BCI resolution and **five-year action framework**, and the group is now evolving into a regional community of practice meeting regularly online. The meeting serves as the first opportunity for this community to meet face-to-face, establish interpersonal relations and explore collaboration.

The specific objectives of the meeting are as following.

- to advance collaboration and facilitate mutual support among Member States thereby solidifying the regional BCI community of practice;
- to take stock of and set the direction for BCI for health in the Region with a view to implementing and reaching the targets of the regional BCI resolution;
- to strengthen knowledge, opportunities and confidence in the value of the BCI for health across the Region; and
- promote collaboration between regional and international partners and countries.

The meeting will offer a variety of plenary presentations and facilitated discussions and topic break-out sessions, all of which provide ample opportunities for active engagement and contributions from participants, as well as connection, collaboration and co-production. The meeting will include a presentation of the first ever regional status report on BCI implementation, developed by WHO Europe based on reporting from Member States. The conclusions of this report will be discussed alongside the results of a qualitative study conducted with Member States related to the barriers and drivers for the application of BCI for health in countries. In addition, the meeting will involve the presentation and discussion of case examples and lessons learned related to the application of BCI in countries, and presentation of guidance documents, tools and support opportunities for countries.

Before the meeting, it is recommended that participants familiarize themselves with [resolution EUR/RC72/R1](#) and the accompanying [action framework](#) and [BCI case examples](#).

The BCI Focal Points and one additional person from each Member State in the Region are invited to participate alongside representatives of regional and international organizations and non-State actors. In addition to the BCI Unit at WHO/Europe, representatives of the WHO headquarters and all WHO regional offices are also invited to attend.

Expected outcomes of the meeting include strengthened collaboration and a shared understanding of the way forward for implementing the regional resolution on BCI for better health.

Pre-meeting BCI introduction training

For those who are interested, WHO Regional Office for Europe is offering a 1-day BCI training on 12 September 2023 which will serve as an introduction to BCI and to [the Tailoring Health Programmes \(THP\)](#) approach developed by WHO.

This is a basic training which will include an introduction to BCI-related methods and application across health programmes. It will introduce the participants to various barriers and drivers of health behaviours, including individual, social, cultural and structural factors. It will also introduce methods to gain insights into these barriers, to develop an intervention based on these insights and to monitor and evaluate an intervention. The training will combine plenary presentations, videos and expert talks with case-based group work.