



12 TUESDAY SEP 2023

- 08:00–09:00 Registration for those enrolled in BCI training
- 09:00–16:00 Optional BCI introduction training (see separate programme)
- 17:00–18:00 Registration for all participants
- 18:00–20:00 Welcome reception

13 WEDNESDAY SEP 2023

- 08:00–09:00 **Registration**
- 09:00–10:15 **Opening**
- Welcome address by Director of Communicable Diseases, Environment and Health at WHO Regional Office for Europe, Robb Butler
 - Setting the stage for the meeting
 - Housekeeping and briefing
 - Table group exercise

SESSION 1: BCI IN PRACTICE

- 10:20–11:00 **Inspiring examples of application of BCI in practice**
Armenia, Slovenia and the Kingdom of the Netherlands
- 11:00–11:30 **Healthy break – with group photo**

SESSION 2: LOOKING BACK – ARE WE ON TRACK?

- 11:30–12:05 **Overview: Key BCI-related policy decisions and documents in the UN and WHO**
- 12:05–13:30 **Member State consultation on the BCI report for 2021-2022: the state of BCI in the European Region**
- Public health authorities' implementation of BCI in the Region: results of reporting to WHO
 - Country experiences of implementation of the European regional resolution for BCI: interview study with BCI focal points
 - Reflections and discussion
- 13:30–14:30 **Lunch**

WEDNESDAY, 13 SEPTEMBER 2023 (Contd.)

SESSION 3: BCI RESEARCH AND USE (Strategic Commitments 2 and 3)

- 14:30–15:15 **Parallel sessions I** (2 topics per day self-selected by participants)
- a) Increasing vaccination coverage: from insights to interventions [Auditorium]
 - b) Childhood obesity: BCI as a tool to address a major health challenge [0.9.34]
 - c) BCI in health emergencies: flying while we build the plane [0.1.19]
 - d) Climate-positive behaviours: protecting health with BCI [0.9.32]
 - e) One Health: addressing antimicrobial resistance through behaviours [0.2.20]
 - f) Health equity: measuring health literacy [0.1.11]
- 15:15–15:45 **Healthy break**
- 15:45–16:30 **Parallel sessions II**
- a) Increasing vaccination coverage: from insights to interventions [0.1.11]
 - b) Childhood obesity: BCI as a tool to address a major health challenge [0.9.34]
 - c) BCI in health emergencies: flying while we build the plane [0.1.19]
 - d) Climate-positive behaviours: protecting health with BCI [0.9.32]
 - e) One Health: addressing antimicrobial resistance through behaviours [0.2.20]
 - f) Health equity: measuring health literacy [Auditorium]
- 16:30–16:45 Return to plenary
- 16:45–17:15 Plenary closing of the day



14 THURSDAY SEP 2023

- 09:00–09:15 **Introduction to the day**

SESSION 4: ENABLING FUNCTIONS FOR BCI (Strategic Commitments 1, 4 and 5)

- 9:15–10:05 **Building understanding and support of BCI among key stakeholders (Strategic Commitment 1)**
- Country lessons learned: Serbia, Spain and Belgium
 - Reflections and discussion
- 10:05–11:05 **Committing human and financial resources for BCI and ensuring their sustainability (Strategic Commitment 4)**
- WHO policy considerations for establishing units, structures or capacity for BCI
 - Country lessons learned: Kyrgyzstan and Wales
 - Reflections and discussion

THURSDAY, 14 SEPTEMBER 2023 (Contd.)

- 11:05–11:30 **Healthy break**
- 11:30–12:15 **Parallel sessions III** (2 topics per day self-selected by participants)
- a) Techniques for gathering cultural insights for health: legislative theatre [Indian Ocean]
 - b) What works: key points in impact evaluation through a case study [Auditorium]
 - c) People's panels: bridging policy and the public [0.2.20]
 - d) Using games for motivation and engagement in schools and beyond: the case of the "Immune Patrol" [0.1.11]
 - e) Service uptake: using BCI in correspondence to increase patient engagement with healthcare services [0.9.32]
 - f) Enabling BCI in public health authorities [0.9.34]
- 12:15–13:15 **Lunch**
- 13:15–14:00 **Parallel sessions IV**
- a) Techniques for gathering cultural insights for health: legislative theatre [Indian Ocean]
 - b) What works: key points in impact evaluation through a case study [0.9.34]
 - c) People's panels: bridging policy and the public [0.2.20]
 - d) Using games for motivation and engagement in schools and beyond: the case of the "Immune Patrol" [0.1.11]
 - e) Service uptake: using BCI in correspondence to increase patient engagement with healthcare services [0.9.32]
 - f) Enabling BCI in public health authorities [Auditorium]
- 14:00–14:10 Return to plenary
- 14:10–15:00 **Implementing strategic plan(s) for the application of BCI for better health (Strategic Commitment 5)**
- Country lessons learned: Cyprus and Portugal
 - Reflections and discussion
- 15:00–15:30 **Healthy break**

SESSION 5: LOOKING AHEAD – WHAT NEXT?

- 15:30–16:40 **Advancing the implementation of resolution EUR/RC72/R1**
- Reflections and discussion
- 16:40–17:30 **The way forward**
- Summary, conclusions and next steps
 - Closing words

