

## **European regional action framework for behavioural and cultural insights for health, 2022–2027**

### **Draft resolution**

The Regional Committee,

(PP1) Recognizing that to reach the ambitious health goals set by Member States of the WHO European Region, health-related policies, services and communication need to be based on medical, epidemiological and health systems evidence and data, and should take into account the social, cultural, psychological, economic and other factors that affect people's health-related behaviours in their daily lives and in their use of health services;

(PP2) Understanding that making healthy choices and living healthy lives are shaped by individual and contextual factors and that improving the health and well-being of citizens is not the responsibility of individuals alone but also of governments, authorities, institutions, experts, civil society and health providers;

(PP3) Recognizing the potential value of applying behavioural and cultural insights (BCI) as a multidisciplinary and intersectoral approach, defined as systematically exploring the individual and contextual factors that affect health-related behaviours, and using this insight to improve the outcomes of health-related policies, services and communication, delivering better health and reducing inequity;

(PP4) Noting the evidence demonstrating that BCI has been used to improve the outcomes of health-related policies, services and communication, including making them more effective, equitable, inclusive and people-centred, in protecting and improving health and well-being;<sup>1</sup>

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<sup>1</sup> Peer-reviewed case examples illustrating the utility and value of applying BCI approaches to health are included in the background document that accompanies this resolution.

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(PP5) Acknowledging the broad application of BCI during the COVID-19 pandemic and that BCI is becoming a strategic priority for health in many places and across many health areas;

(PP6) Recalling that the European Programme of Work, 2020–2025 – “United Action for Better Health in Europe” identifies BCI as a flagship priority that aims to promote the use of BCI and foster new scientific evidence on how BCI can improve the design of health-related policies, services and communication and the way these respond to citizens’ expectations for respectful and people-centred care, in order to optimize uptake of services and adherence to treatment, self-care and individual ways of living;

(PP7) Taking note of several regional resolutions and strategic plans across health areas that refer to the importance of BCI dimensions, including the European Immunization Agenda 2030, the WHO European Framework for Action on Mental Health 2021–2025, the Progress report on implementation of the European Strategic Action Plan on Antibiotic Resistance 2018, the Roadmap for Health in the Western Balkans 2021–2025, and resolution EUR/RC69/R9, Towards the implementation of health literacy initiatives through the life course;

(PP8) Noting the report on Behavioural sciences for better health initiative (A75/25) presented to the Seventy-fifth World Health Assembly, which calls on all WHO regional offices to establish a behavioural insights function; and recalling Member States’ call on WHO at the same Health Assembly to prepare a global resolution on behavioural insights for health;

(PP9) Being aware of the United Nations Secretary-General’s Guidance note on behavioural science, which highlights the role of behavioural insights in reaching the Sustainable Development Goals and in promoting gender and economic equality and improving the efficiency of the public sector;

(PP10) Recognizing that applying BCI for better health is, despite progress, currently underexplored and underutilized globally and in the Region;

(OP1) ADOPTS the European regional action framework for behavioural and cultural insights for health, 2022–2027 (EUR/RC72/6 Rev.1), as the basis for intensified efforts across the Region to promote the science and use of BCI for better health outcomes at intercountry, national and local levels;

(OP2) EXPRESSES its commitment for the stated vision, objectives, principles and strategic commitments of the action framework;

(OP3) SUPPORTS the implementation of the action framework to ensure implementation of the flagship initiative of the European Programme of Work, 2020–2025 – “United Action for Better Health in Europe;

(OP4) URGES Member States<sup>2</sup>:

- (a) to enhance commitment to BCI as a public health priority, together with other public health measures and actions, and to achieving the vision, objectives and strategic commitments outlined in the action framework;
- (b) to consistently integrate BCI considerations into health-related policy planning and monitor implementation and impact;
- (c) to develop a national strategy or plan for the application of BCI for health and integrate BCI as a priority across plans for specific health areas;
- (d) to build awareness and support for BCI for health among key stakeholders at national and local levels and across sectors, with the aim that BCI is understood and valued;
- (e) to commit sustainable human and financial resources, as appropriate according to national context, increase capacity and ensure structures that support BCI work for better health;
- (f) to explore barriers to and drivers of people’s health-related behaviours in their daily lives and in their uptake of health services, drawing on existing evidence in conjunction with insights gained from direct engagement with those concerned;
- (g) to use BCI to identify opportunities for effective, tailored, equitable, sustainable and people-centred health-related policies, services and communication that are more accessible, convenient, acceptable and fit for context, complementing already established interventions by improving their design or developing entirely new interventions;
- (h) to apply rigorous methods to test and evaluate the impact of BCI-informed health-related policies, services and communication, and disseminate this evidence for tailored scaling up or replication where relevant;
- (i) to report to WHO on the monitoring indicators and progress measures of the action framework in line with the reporting timelines;

(OP5) REQUESTS the Regional Director:

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<sup>2</sup> And, where applicable, regional economic integration organizations

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- (a) to develop, monitor and disseminate new evidence and best practice for effective and cost-effective applications of BCI for better health, including through an evidence and knowledge hub for emerging research;
  - (b) to develop, publish and disseminate guidance documents and tools as well as policy considerations to support Member States in their implementation of the action framework;
  - (c) to provide support and guidance to Member States for the implementation and evaluation of BCI-informed health-related policies, services and communication in making them effective, tailored, inclusive, equitable and people-centred;
  - (d) to support capacity-building in Member States, including through face-to-face and online training opportunities and support for establishing sustainable institutional structures, capacity and capability, to apply BCI for better health;
  - (e) to facilitate peer-to-peer and community-of-practice activities and dialogue for sharing and mutual support among Member States;
  - (f) to develop regional partnerships and facilitate broad engagement, collaboration and coordination between regional and international organizations and non-State actors to support and enhance BCI work for health in the Region, and facilitate the engagement of Member States;
  - (g) to make the case for investment in BCI for better health;
  - (h) to prepare status reports every two years on regional progress in the application of BCI for health and convene Member States, international organizations and non-State actors to discuss progress and promote regional engagement, collaboration, capacity-building and country support;
  - (i) to report to the Regional Committee every two years on progress made in implementing the action framework and submit a final report to the Regional Committee at its 78th session.

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