



CONCEPT NOTE

Global Behavioural Insights meeting of focal points from WHO Regional Offices **Geneva, 10-12 July 2023**

In 2019, as part of transformation, the Director General launched in Headquarters an initiative for the incubation of a behavioural insights (BI) function which culminated in the creation of a formal BI unit in 2022 with a cross-cutting technical assistance and coordination mandate.

The goal of the BI function is to improve health policies and programmes by creating demand for, awareness and expertise on behavioural sciences primarily among WHO technical staff (in headquarters, regional and country offices). By using more and better BI as part of its work, WHO has the potential of generating increased attention and investment on BI among its key constituents, namely policy makers in countries, civil society, partners in public health.

Since early 2020 the BI unit has prioritized support to and collaborations with Regional and Country offices systematically operating across the three levels of the organization. As part of that it has created an informal community of practice with representatives interested in the field of BI from all regional offices. The community of practice has been meeting informally but regularly for almost three years and the BI unit has systemically involved regional and country colleagues in the development of strategies, products and projects.

On 29 May 2023, the WHA76 adopted the *Behavioural Science for Better Health* resolution which urges Member States to acknowledge the role of behavioural science; to identify opportunities to use behavioural science for equitable and human-centered policies; to establish behavioral science functions and to allocate sustainable human and financial resources. The resolution also requests the Director General to mainstream behavioural science into the work of the organization, to allocate sufficient funding and human resources, and to compile and disseminate evidence among others.

The Behavioural Insights unit (BIU) in HQ is convening in Geneva from 10 to 12 July 2022 a strategic global meeting of focal points for Behavioural insights from regional offices with the following objectives:

1. to provide updates on BI strategies, projects/activities, results and related;
2. to align strategies, priorities and plans for 2023 and 2024 and identify areas for multilevel and multi-office collaborations;
3. to discuss the implementation of the WHA76 *Behavioural Science for Better Health* resolution;
4. to build technical capacity and share knowledge.

A memo was sent to all Regional Directors in April 2023 requesting the nomination of participants to the meeting. In addition to the focal points from the regional offices the meeting will be attended by a number of HQ health topic experts from across the three pillars and external experts.

Global Behavioural Insights meeting of focal points from regional offices

Provisional Programme

Day 1: Monday, 10 July 2023

Objective of the day: to share updates, acquire a common understanding and align offices for the implementation of the resolution.

8.30	REGISTRATION	
09:00	<i>Opening and Welcome Introductions</i>	Leadership, Headquarters
10:00	<i>Update, scope and vision for a behavioural insights function in public health</i>	Behavioural Insight unit, Headquarters
10:30	BREAK	
11:00	<i>Updates from Regional Offices and discussion: AFRO AMRO EMRO EURO SEARO WPRO</i>	Regional Offices
12:30	LUNCH	
13:30	<i>Capacity building</i>	All
14:30	<i>Behavioural sciences for better health WHA76 Resolution: the way forward</i>	Behavioural Insight unit, Headquarters
15:00	BREAK	
15:30	<i>Ideation: Implementation</i>	All
17:00	END	

Day 2: Tuesday, 11 July 2023

Objective of the day: to align vision, strategies and identify opportunities for joint work.

8.30	Welcome and review	
08:40	<i>Strategy, priorities and workplans (2023-2024) HQ AFRO AMRO EMRO EURO SEARO WPRO</i>	Behavioural Insight unit, Headquarters and Regional Offices

10:00	<i>Ideation: Mapping Challenges and Opportunities</i>	All
10:30	BREAK	
11:00	<i>Ideation: Synergies for Enabling a BI function in Regional offices</i>	All
12:30	LUNCH	
13:30	<i>Capacity building</i>	All
14:30	<i>Mainstreaming behavioural science into public health</i>	Guest speakers from WHO Technical units
15:30	BREAK	
15:30	<i>Ideation: Mainstreaming</i>	All
17:00	END	

Day 3: Wednesday, 13 July 2023

Objectives of the day: to co-create on ways of addressing common needs, challenges and to create a shared plan of action; to meet experts and inspire the work ahead.

8.30	Welcome and review	
08:40	<i>Resources for behavioural science: technical & financial</i>	
9:00	<i>Ideation</i>	All
10:00	<i>Outline of Regional Office's vision and strategies</i>	
10:30	BREAK	
11:00	<i>Outline of Regional Office's vision and strategies (continued)</i>	All
11.30	<i>Presentations of Regional Office's vision and strategies</i>	All and Leadership, Headquarters
	<i>Discussion</i>	
12:30	LUNCH	
13:30	<i>Ontologies in the Behavioural Sciences and Applied Behavioural Science</i>	Prof. Susan Michie
15:30	BREAK	
15:30	<i>Behavioural Science, Health Promotion, Social Determinants of Health</i>	Prof. Micheal Kelly
17:00	END	