

Publications: behavioural and cultural insights, WHO Regional Office for Europe

Version 1, October 2024.

Governance: behavioural and cultural insights (BCI)

| Topic | Title | Link |
|---|--|---|
| Resolution and 5-year plan for BCI <i>(English/Russian)</i> | European Regional Action Framework for Behavioural and Cultural Insights for Health, 2022–2027 | https://iris.who.int/handle/10665/372664 |
| Progress model for country reporting <i>(English/Russian)</i> | Progress model: implementation of the European Regional Action Framework for Behavioural and Cultural Insights for Health, 2022–2027 | https://iris.who.int/handle/10665/361651 |
| Status report – country reporting <i>(English/Russian)</i> | Use of behavioural and cultural insights in 2021–2022 in the WHO European Region: status report | https://iris.who.int/handle/10665/374326 |
| Qualitative interview study with Member States | Country experiences of applying behavioural and cultural insights to health: qualitative baseline study | https://iris.who.int/handle/10665/375720 |
| Regional BCI meeting | Implementing resolution EUR/RC72/R1: WHO regional meeting on behavioural and cultural insights for health | https://iris.who.int/handle/10665/375793 |

BCI Unit work

| Topic | Title | Link |
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| BCI activities 2020–2021 | Annual progress report 2021: behavioural and cultural insights at the WHO Regional Office for Europe | https://iris.who.int/handle/10665/376112 |
| BCI activities 2022 | Annual progress report 2022: behavioural and cultural insights at the WHO Regional Office for Europe | https://iris.who.int/handle/10665/366776 |
| BCI activities 2023 | Annual progress report 2023: behavioural and cultural insights at the WHO Regional Office for Europe | https://iris.who.int/handle/10665/376916 |
| Technical Advisory Group report | Report of the Behavioural and Cultural Insights Technical Advisory Group meeting, 27–28 February 2023: advancing behavioural and cultural insights for health through engagement with experts. Copenhagen, 2023 | https://iris.who.int/handle/10665/375235 |
| Technical Advisory Group report | Advancing behavioural and cultural insights for health through engagement with experts: report of the meeting of the Technical Advisory Group on Behavioural and Cultural Insights, Copenhagen, 2024 | https://iris.who.int/handle/10665/376929 |

Methodology

| Topic | Title | Link |
|---|---|---|
| “How to” guide on applying BCI to health <i>(English/Russian)</i> | A guide to tailoring health programmes: using behavioural and cultural insights to tailor health policies, services and communications to the needs and circumstances of people and communities | https://iris.who.int/handle/10665/367041 |
| Guidance for setting up BCI units in countries <i>(English/Russian)</i> | Setting up behavioural insights units for improved health outcomes: considerations for national health authorities | https://iris.who.int/handle/10665/352505 |
| BCI case examples | Applying behavioural and cultural insights to health-related policies, services and communication: case examples | https://iris.who.int/handle/10665/375487 |
| Guidance on evaluation in complex settings | Guide to evaluating behaviourally and culturally informed health interventions in complex settings | https://iris.who.int/handle/10665/362317 |
| Guidance on impact evaluation | Evaluating the impact of interventions addressing health behaviour: considerations and tools for policy-makers | Link on its way |

BCI applied to health topics

| Topic | Title | Link |
|---|---|---|
| Public support for health policies | Measuring and maximizing public support for health policies: Behavioural and cultural insights policy brief series | https://iris.who.int/handle/10665/376735 |
| Vaccination behaviours | Rapid qualitative research to increase COVID-19 vaccination uptake: a research and intervention tool | https://iris.who.int/handle/10665/351117 |
| Knowledge translation | In what ways do cultural contexts influence the knowledge translation process for health decision-making and what are the implications for policy and practice? | https://iris.who.int/handle/10665/363550 |
| Health worker motivation <i>(English/Russian)</i> | Health workers in focus: policies and practices for successful public response to COVID-19 vaccination: strategic considerations for Member States in the WHO European Region | https://iris.who.int/handle/10665/339854 |
| Waste behaviours | How do the cultural contexts of waste practices affect health and well-being? | https://iris.who.int/handle/10665/354583 |
| Mpox behaviours | Behavioural and cultural insights for mpox control and elimination | https://iris.who.int/handle/10665/365125 |
| Environment and health behaviours | Sustainable behaviours for environment and health challenges: Behavioural and Cultural Insights policy brief | https://iris.who.int/handle/10665/376501 |

| Topic | Title | Link |
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| Men's health-seeking behaviours <i>(English/Russian)</i> | Mental health, men and culture: how do sociocultural constructions of masculinities relate to men's mental health help-seeking behaviour in the WHO European Region? | https://iris.who.int/handle/10665/332974 |
| Noncommunicable disease behaviours | WHO expert meeting on prevention and control of noncommunicable diseases: learning from the arts | https://iris.who.int/handle/10665/373900 |
| Infodemic behaviours | What are the historical roots of the COVID-19 infodemic? Lessons from the past | https://iris.who.int/handle/10665/363867 |
| Antimicrobial resistance | People-centred approach to tackling antimicrobial resistance: key principle of the Roadmap on antimicrobial resistance for the WHO European Region 2023–2030 | https://iris.who.int/handle/10665/376459 |
| Mental health – displaced persons | Arts and health: supporting the mental well-being of forcibly displaced people | https://www.who.int/andorra/publications/m/item/arts-and-health-supporting-the-mental-well-being-of-forcibly-displaced-people |
| Pandemic fatigue | Pandemic fatigue – reinvigorating the public to prevent COVID-19: policy framework for supporting pandemic prevention and management | https://iris.who.int/handle/10665/335820 |

BCI research reports

| Topic | Title | Link |
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| Evaluation of BCI intervention | Evaluation report for the training module “Communicating with patients about COVID-19 vaccination”: Greece | https://iris.who.int/handle/10665/367275 |
| Study with Ukrainian refugees, Czechia | Behavioural insights on health service needs, access and uptake: results of a qualitative study among refugees from Ukraine in Czechia: May–September 2023 | https://iris.who.int/handle/10665/376031 |
| Study with Ukrainian refugees, Poland | Health service needs and access for refugees from Ukraine | https://www.who.int/europe/publications/m/item/health-service-needs-and-access-for-refugees-from-ukraine |
| Study with Ukrainian refugees, Romania | Behavioural insights on health service needs and access: results of a qualitative study among refugees from Ukraine in Romania, July–September 2022 | https://iris.who.int/handle/10665/369144 |
| Study with Ukrainian refugees, Slovenia | Behavioural insights on health service needs and access: results of a qualitative study among refugees from Ukraine in Slovenia, September 2022–January 2023 | https://iris.who.int/handle/10665/372295 |
| Study with Ukrainian refugees, Slovakia | Behavioural insights on health service needs and access: results of a qualitative study among refugees from Ukraine in Slovakia: September 2022–January 2023 | https://iris.who.int/handle/10665/371783 |