



World Health  
Organization

European Region

**LAUNCH EVENT**

# Measuring and maximizing public support for health policies

**5 June 2024**

**10:30 – 11:45 Central European Time (CET)**



**Register here for the  
online event:**

[https://who.zoom.us/webinar/register/WN\\_zJQMvpQ9RBK-\\_N5KyqBOoA](https://who.zoom.us/webinar/register/WN_zJQMvpQ9RBK-_N5KyqBOoA)

# Background

Health policies can be powerful for enabling or restricting behaviours like public smoking, school nutrition, and uptake of health services. Public support is vital for the introduction, enforcement, and success of these policies. Behavioural and cultural insights (BCI) provide evidence-based tools for measuring and maximizing public support for health policies. The launch event will introduce a new policy brief from WHO Regional Office for Europe, delving into these tools.

# Event details

The event is organized by the BCI Unit at WHO Regional Office for Europe.

Main objectives of this launch event are:

- to explore opportunities for incorporating public voices and perspectives in policy design and implementation;
- to identify challenges related to public support for health policies and how to overcome them;
- to highlight inspirational work and case examples and tools for increasing consideration of the public in health policy design and implementation;
- to facilitate the exchange of views on opportunities to apply the policy brief.

## Who can attend?

Anyone working on health policies in national, regional and local governments; nationally nominated BCI Focal Points; as well as experts, practitioners and anyone else interested in public support for health policies.

