

Health Literacy and Health Behaviours: Relationship between Health Literacy and Behavioural and Cultural Insights approaches

Workshop on May 23 2024, 12:30 – 14:00 CET (online, zoom)

Provisional Agenda

12:30 – 12:35	<p>Welcome and Opening</p> <p>Christina Dietscher, M-POHL policy chair</p>
12:35 – 12:55	<p>Behavioural and Cultural Insights (BCI) in the WHO Regional office for Europe: new WHO concept note on BCI and health literacy</p> <p>Katrine Bach Habersaat, Regional Advisor for BCI, WHO Regional office for Europe</p> <p><i>Questions and Answers</i></p>
12:55 – 13:10	<p>Reflections on BCI and health literacy with focus on M-POHL</p> <p>Diane Levin-Zamir, M-POHL research chair and Chair of the Technical Advisory Group for BCI Unit – WHO-Europe & Robert Griebler, scientific coordinator of the M-POHL projects</p> <p><i>Discussion</i></p>
13:10 – 13:25	<p>Examples of country experience</p> <ul style="list-style-type: none"> - Health literacy work and how BCI perspectives are integrated: The Portuguese Health Literacy and Behavioral Sciences Plan 2023-2030 Miguel Telo de Arriaga, Directorate-General of Health, Portugal - BCI work and how health literacy perspectives are considered (tbc) - <i>Questions and Answers</i>
13:25 – 13:55	<p>Interactive exchange on country experiences</p> <p>Plenary facilitator: Christina Dietscher, M-POHL policy chair</p>
13:55 – 14:00	<p>Closing</p> <p>Anastasia Koylyu, BCI Unit, WHO Regional office for Europe Christina Dietscher, M-POHL policy chair</p>