

Behavioural and Cultural Insights
policy brief series

Launch event: webinar

Measuring and maximizing public support for health policies

Wednesday 5 June 2024, 10:30–11:45 Central European Time

Register for the online event [here](#)

Background

Health policies can be powerful in enabling or restricting essential health-related behaviours, such as smoking in public arenas, nutrition and physical exercise in school settings, or uptake of vaccination or screening services. Public support for evidence-based health policies is essential. Public support influences the likelihood that a policy will be introduced, how likely it is to remain implemented and fully enforced, and its success. Behavioural and cultural insights (BCI) provide tools for exploring public support, and how it can be measured, and how to maximize support for evidence-based and effective health policies. Such tools and considerations are presented in a new WHO document launched on Wednesday 5 June at an online event. This launch event, aimed at policy and decision-makers in health authorities, will explore the importance of public support and provide practical considerations for measuring and maximizing it.

Event details

The event is organized by the Behavioural and Cultural Insights (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.

This online event is open to 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 and affected by the topic of policies for better health.

Please mark the event in your calendars and share it with your professional networks.

Provisional programme

Moderated by Tiina Likki, Technical Officer, Behavioural and Cultural Insights Unit, WHO Regional Office for Europe.

Welcome and introduction

10:30–10:40

- Welcome by Robb Butler, Director, Division of Communicable Diseases, Environment and Health, WHO Regional Office for Europe

Setting the scene: scientific background and evidence

10:40–10:55

- Dr James Reynolds, Aston University, lead author of the policy brief ‘Measuring and maximizing public support for health policies’ will introduce the policy brief and the current global evidence on public support from a BCI perspective.

Case examples from Member States

10:55–11:10

This section features case examples from Member States where public support – or opposition – played a key role in the supporting or hampering the introduction of health policies.

Closing remarks

11:10–11:15

- Katrine Bach Habersaat, Regional Advisor and unit lead, BCI, WHO Regional Office for Europe

Meet the expert session for questions and answers

11:15–11:45

- The final section is an opportunity to ask the lead author, Dr James Reynolds, and other experts questions about the topic, following the end of the formal launch.