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

Version 3, October 2026

World Health Organization
European Region

Governance: behavioural and cultural insights (BCI)

Topic	Title	Link
Resolution and 5-year plan for BCI *(English/Russian)*	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 *(English/Russian)*	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 *(English/Russian)*	Use of behavioural and cultural insights in 2021–2022 in the WHO European Region: status report	https://iris.who.int/handle/10665/374326
Status report – country reporting	Behavioural and cultural insights in the WHO European Region, 2023–2024: status and progress report	https://iris.who.int/handle/10665/386332
Qualitative interview study with Member States *(English/Russian)*	Country experiences of applying behavioural and cultural insights to health: qualitative baseline study	https://iris.who.int/handle/10665/375720
Regional BCI meeting *(English/Russian)*	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
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 *(English/Russian)*	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
BCI activities in 2024	Annual progress report 2024: behavioural and cultural insights at the WHO Regional Office for Europe	https://iris.who.int/handle/10665/380648
Evaluation of WHO COVID-19 behavioural insights surveys	Behavioural insights during the COVID-19 pandemic: evaluation and recommendations for applying a standard data collection tool in a health emergency	https://iris.who.int/handle/10665/384040
Technical Advisory Group report	Report of the Behavioural and Cultural Insights Technical Advisory Group meeting, 27–28 February 2023	https://iris.who.int/handle/10665/375235
Technical Advisory Group report	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 *(English/Russian)*	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 *(English/Russian)*	Setting up behavioural insights units for improved health outcomes: considerations for national health authorities	https://iris.who.int/handle/10665/352505
BCI case examples *(English/Russian)*	Applying behavioural and cultural insights to health-related policies, services and communication: case examples	https://iris.who.int/handle/10665/375487
Guidance on complex evaluation	Guide to evaluating behaviourally and culturally informed health interventions in complex settings	https://iris.who.int/handle/10665/362317
Guidance on impact evaluation *(English/Russian)*	Evaluating the impact of interventions addressing health behaviour: considerations and tools for policy-makers	https://iris.who.int/handle/10665/378765
COVID-19 *(English/Russian)*	Survey tool and guidance: rapid, simple, flexible behavioural insights on COVID-19: 29 July 2020	https://iris.who.int/handle/10665/333549

World Health Organization
European Region

BCI policy brief series

Topic	Title	Link
Better letters	Better letters – evidence and considerations from the behavioural sciences	https://iris.who.int/handle/10665/379552
Cancer screening	Increasing cancer screening uptake – evidence from the behavioural sciences	https://iris.who.int/handle/10665/387328
Climate change: arts and culture	Role of the arts and culture in addressing the health impacts of climate change	https://iris.who.int/handle/10665/385405
Cultural context of health behaviours	Cultural considerations for tailoring health programmes	https://iris.who.int/handle/10665/387718
Environment and health behaviours	Sustainable behaviours for environment and health challenges: Behavioural and Cultural Insights policy brief	https://iris.who.int/handle/10665/376501
Public support for health policies *(English/ Russian)*	Measuring and maximizing public support for health policies: Behavioural and cultural insights policy brief series	https://iris.who.int/handle/10665/376735
Refugee access to health	Insights for enhancing refugee health service access and use	In press
Strategy development	Developing strategies for behavioural and cultural approaches in health	In press

BCI applied to health topics

Topic	Title	Link
Health worker motivation *(English/ Russian)*	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
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
Antimicrobial resistance	The TAP manual: an in-depth guide for planning and implementing tailoring antimicrobial resistance programmes	https://iris.who.int/handle/10665/363136
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
Men's health-seeking behaviours *(English/ Russian)*	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
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
Mpox behaviours	Behavioural and cultural insights for mpox control and elimination	https://iris.who.int/handle/10665/365125
Noncommuni-cable disease behaviours	WHO expert meeting on prevention and control of noncommunicable diseases: learning from the arts	https://iris.who.int/handle/10665/373900
Pandemic fatigue *(English/ Russian)*	Pandemic fatigue – reinvigora-ting the public to prevent COVID-19: policy framework for supporting pandemic prevention and management	https://iris.who.int/handle/10665/335820
Vaccination behaviours *(English/ Russian)*	TIP: Tailoring Immuniztaion Programmes	https://iris.who.int/handle/10665/329448
Vaccination behaviours	Rapid qualitative research to increase COVID-19 vaccination uptake: a research and intervention tool	https://iris.who.int/handle/10665/351117
Waste behaviours	How do the cultural contexts of waste practices affect health and well-being?	https://iris.who.int/handle/10665/354583

BCI research reports

Topic	Title	Link
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



Access our online basic introduction to BCI:
Link or QR code

© World Health Organization, 2026. Some rights reserved. This work is available under the CC BY-NC-SA 3.0 IGO license (https://creativecommons.org/licenses/by-nc-sa/3.0/igo).