



WORLD HEALTH ORGANIZATION  
ORGANISATION MONDIALE DE LA SANTÉ  
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ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ

REGIONAL OFFICE FOR EUROPE  
BUREAU RÉGIONAL DE L'EUROPE  
REGIONALBÜRO FÜR EUROPA  
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Date: 31 January 2025

Ms Helen Söber  
Adviser  
European Union Affairs and International Co-  
operation Department  
Ministry of Social Affairs  
Suur-Ameerika 1  
10122 Tallinn  
Estonia

Our reference:  
Notre référence:  
Unser Zeichen:  
См. наш номер:

Your reference:  
Votre référence:  
Ihr Zeichen:  
На Ваш номер:

Dear Ms Söber,

### **Reporting of activities related to behavioural and cultural insights for better health during 2023–2024**

The WHO 'United Action for Better Health' European Programme of Work (2020–2025) identifies four flagship initiatives as accelerators of change, including behavioural and cultural insights (BCI) for better health. Setting joint vision and goals for this work, a [resolution and action framework](#) was adopted at the 72<sup>nd</sup> Regional Committee on 13 September 2022. This resolution calls on Member States to report to WHO on a set of indicators and progress measures every other year.

**I would like to hereby request your country to report on activities related to BCI for health during 2023–2024, using this online reporting form (<https://forms.office.com/e/7rvHMzqGfh>) in English or Russian language before 31 March 2025.**

The BCI focal points nominated in each Member State have been engaged in developing the reporting model and have received in-depth guidance on its completion. I therefore propose that the BCI focal point nominated for your country will conduct the reporting. In Estonia, the BCI focal point is Ms Nele Kunder. If this information is not correct, please inform us about the correct focal point.

For guidance on reporting, please refer to the following documents which are attached:

- Annex 1 of the action framework provides detailed guidance on the indicators and measures as well as definitions of key concepts.
- The presentation from an information meeting for BCI focal points held on 9 December provides additional background and updates.
- A Word version of the online reporting form is available to share internally within countries to obtain feedback from a larger group of people.

In addition, two online drop-in clinics are open to anyone who would like to discuss the details of the reporting, solve problems or ask questions on 18 February 2025 at 9:30 CET (in English) and on 25 February at 10:00 CET (in Russian).

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Based on the reporting from Member States, WHO Regional Office for Europe will prepare a status report on BCI for health implementation in the Region, as requested in the resolution. The report for 2021-2022 is available online and attached.

The next reporting will take place in 2027, covering activities during 2025–2026.

Regional Advisor for BCI, Katrine Bach Habersaat is responsible for this activity, and it would be appreciated if you would address any queries to her (email: [euinsights@who.int](mailto:euinsights@who.int)).

Yours sincerely,



Mr Robb Butler  
Director, Communicable Diseases, Environment and Health  
WHO Regional Office for Europe

**Encls:**

- [United Action for Better Health, European Programme of Work \(2020-2025\) \(EPW\)](#)
- [Resolution and action framework](#) (see Annex 1 for reporting model)
- [Presentation](#) from meeting with BCI focal points on 9 December 2024
- Word version of online reporting form in [English](#) and [Russian](#), for internal use in countries
- [Report for 2021-2022](#)

**Copy for information to:**

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H.E. Ms Riia Salsa-Audiffren, Ambassador Representative of the Republic of Estonia, Permanent Mission of the Republic of Estonia to the United Nations Office and other international organizations in Geneva, Chemin du Petit-Saconnex 28A, CH-1209 Genève, Switzerland

H.E. Mr Andre Pung, Ambassador Extraordinary and Plenipotentiary, Embassy of the Republic of Estonia, Frederiksgade 19, 4th floor, 1265 Copenhagen K, Denmark

Ms Kristina Köhler, Liaison Officer, WHO Country Office, Estonia, Paldiski Road 81, 10617 Tallinn, Estonia

Ms Nele Kunder, Adviser, Public Health Department, Ministry of Social Affairs, Suur-Ameerika 1, 15027 Tallinn, Estonia  
Dr Mall Leinsalu, National Institute for Health Development, Estonia

Ms Katrine Habersaat, Regional Advisor (Behavioural and Cultural Insights), WHO Regional Office for Europe, UN City, Marmorvej 51, DK-2100 Copenhagen Ø, Denmark

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