

European Region

74th Session of the WHO Regional Committee for Europe Virtual Side Event

Using the power of behavioural and cultural insights to address the growing threat of antimicrobial resistance

Overview

The escalating threat of antimicrobial resistance (AMR) presents a significant challenge to global health, calling for innovative and tailored approaches. Human behaviour, from antibiotic prescribing and use to infection prevention and control, plays a key role in the prevention, detection, response and surveillance of resistant organisms. There is an urgent need to apply the available tools for understanding and advancing AMR-related behaviours, to share the growing evidence related to this and to close the knowledge gaps.

In the aftermath of the UNGA high-level meeting on AMR, this RC74 side event will bring leading experts and scientists working on AMR and behavioural and cultural insights, globally and within Member States, to discuss how behavioural and cultural insights (BCI) can play a role in tackling this global threat to public health. The session will focus on country case examples, evidence, next steps and call to action.

Provisional Programme

Facilitator: Katrine Bach Habersaat, Regional Advisor for Behavioural and Cultural Insights

Monday 7 October 2024 10:00 CEST	
10:00-10:30	Welcome and opening
	Dr Hans Kluge, Regional Director, WHO Regional Office for Europe
	Her Excellency Dr Akmaral Alnazarova, Minister of Health of Kazakhstan / alternate Dr Yerzhan Nurlybayev, Vice Minister of Health of Kazakhstan
	Dr Pamela Rendi-Wagner, Director, European Centre for Disease Prevention and Control
	The critical importance of addressing AMR and the behaviours that drive it.

10:30-10:45	The state of evidence
	Prof Robert Böhm, University of Vienna
	Three powerful points from research on BCI applied to AMR – what we already know and what we do not know.
10:45-11:20	Country experiences
	Dr Agnes Galgoczi, Head of Unit, National Center for Public Health and Pharmacy, Hungary
	Dr Olena Nesterova, Head of the Scientific Research Department, Public Health Center of the Ministry of Health of Ukraine
	Dr Diane Ashiru-Oredope, Lead Pharmacist, Antimicrobial Resistance, UK Health Security Agency
	Inspiring examples of ongoing in-country BCI work to explore and address behaviors that drive AMR.
11:20-11:30	Closing
	By facilitator
	Summary of key points and introduction to the optional 'ask the experts' session
11:30-11:45	Optional session: ask the experts
	Facilitated by Katrine Bach Habersaat
	Speakers answer questions from the audience

Speakers



Dr Hans Kluge Regional Director, WHO Regional Office for Europe



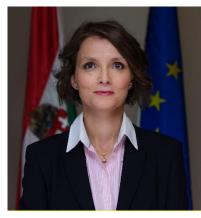
Dr Akmaral Alnazarova Minister of Health of Kazakhstan



Dr Pamela Rendi-Wagner Director, European Centre for Disease Prevention and Control



Prof Robert Böhm University of Vienna



Dr Agnes Galgoczi Head of Unit, National Center for Public Health and Pharmacy, Hungary



Dr Olena Nesterova Head of the Scientific Research Department, Public Health Center of the Ministry of Health of Ukraine



Dr Diane Ashiru-Oredope Lead Pharmacist, Antimicrobial Resistance, UK Health Security Agency

Practical information

Zoom connection details Please click the link below to join the meeting: https://who.zoom.us/j/96943639951 Passcode: BCIAMR24! Meeting ID: 969 4363 9951

Languages

This session will be in English with interpretation into Russian