



**World Health
Organization**

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

Languages

This session will be in English with interpretation into Russian