



14th European Public Health Conference

10 - 12 November 2021

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Communication, behaviour and public health

9 November 2021

More than 1,900 public health professionals and policy-makers from over 80 countries gather online at a time when sharing science is more important than ever.

The 14th European Public Health Conference (#EPH2021) begins on Wednesday 10 November under the theme 'Public health futures in a changing world'. The conference, co-hosted by the European Public Health Association (EUPHA), will bring the public health community in Europe and beyond together at a critical time for the planet.

Across Europe, the public health response to the COVID-19 pandemic has been largely unsuccessful. This is despite an enormous amount of very hard work in public health units all across Europe. The pandemic clearly showed us that even the strongest public health measures are likely to be ineffective if the population doesn't embrace them, doesn't adhere to suggested recommendations, and doesn't adapt behaviour accordingly.

A key component of an effective response to the pandemic is communication. Health communication is essential for addressing the infodemic, an overabundance of information that occurs during an epidemic, and for achieving behaviour change during a pandemic. One of the plenary sessions of the conference highlights current challenges for public health communication with a focus on infodemic management and behavioural sciences.

Iveta Nagyova, moderator of the session and President of EUPHA, says: "The COVID-19 pandemic has shed a new light on the relevance of behavioural insights and sciences for public health. Human behaviour played a crucial role in shaping the pandemic and the actions taken by individuals, communities, and governments. This plenary discusses why behavioural insights and sciences should be considered as part of a holistic response to the COVID-19 pandemic. The goal is to help leaders, policymakers, and the general public better understand how to manage threats, harmonize individual and collective interests, utilize successful leadership, improve risk communication, and navigate diverse social and cultural contexts."



The plenary session presents innovative interventions to change health behaviour of populations. Behavioural insights combine lessons from various disciplines, including psychology, cognitive science, and social science which can be used for policies that promote health and healthy environments. They offer a new lens through which we can understand why people make the decisions they do, why old patterns persist, and what are the possibilities for change.

More information

- Website of EPH Conference: <https://ephconference.eu/index.php>
- Plenary session: <https://ephconference.eu/2021-plenary-programme-327>
- Press Registration: <https://ephconference.eu/press-information-128>
- About the European Public Health Association: www.eupha.org

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