

NCD HARD TALKS

DELIVERING ON THE PROMISES

WEBINAR

12 OCTOBER 2022

13:00-14:30 CEST

Unlocking
behavioural
insights for
NCDs



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Unlocking behavioural insights for NCDs

Behaviours related to NCD risks often begin early, with pathological changes occurring progressively through the life course. The asymptomatic nature of many NCDs delays people from seeking care, even after being diagnosed with a condition. With so many factors at play, including social, economic, environmental and commercial determinants of health, NCDs present a colossal challenge for governments to tackle.

Key solutions exist – the NCD “Best Buys” are a set of cost-effective interventions to address the prevention, care and treatment needed for NCDs. By providing quality health services for people living with NCDs and targeting the behavioural risk factors linked to dietary practices, physical inactivity, tobacco use and harmful use of alcohol, we can save many lives and improve the quality of many more. A key to unlocking the potential of the “Best buys” is to focus on what we want people to do, or not to do, and embedding strategic approaches to address those behaviours in public policy and clinical services.

Behaviour change is the backbone of success for addressing NCDs. How can behavioural insights improve public policy, to effectively influence populations? How can we leverage behavioural economics to support people living with NCDs? What can we learn from social marketing and industry practices to drive a more targeted approach for health improvement?

Join us for the next NCD Hard Talk as we bring together key experts and practitioners utilizing behaviour science to shift the paradigm on health.



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