

WHO 152nd Session of Executive Board
Agenda item 19. Behavioural Science for Better Health
Statement of Finland

Thank you Chair,

Finland thanks the secretariat for the report.

We note the increased interest in behavioural science in the context of public health. Understanding better the underlying factors that guide people's behaviour and influence individual health related to decisions can be valuable additional tool in informing the development of public health policies and interventions.

While we agree that health behaviour of individuals is relevant as regards public health outcomes, we stress that interventions addressing behaviour are only one of the approaches in public health. Population level measures, for example, fiscal measures to limit alcohol and tobacco related harm, have shown to be effective in changing behaviours. Furthermore, we believe in the power of environments actively developed to be guiding towards healthy choices.

Finland considers that a comprehensive approach including upstream health-in-all-policies, whole-of-government and whole-of-society approaches, which address determinants of health and reduce risk factors, informed by behavioral science as appropriate, is a more sustainable way for achieving improved health outcomes.

Finland accepts the draft decision.

Thank you