



WHO Executive Board 2023
Statement by the State of Israel

--

Item #19 - Behavioral Science for better health

--

The Israeli Ministry of Health's master strategy aims to shift the focus of the health system away from symptomatic treatment towards prevention. This approach entails changing people's daily habits and behavior. For example, promoting healthy eating habits prevents diabetes and obesity later on in life. As such, behavioral science is valued as an integral part of public health policies.

This being said, we understand that changing human behavior is among the greatest challenges to sustainable development for the world today, as exhibited during the Covid-19 pandemic. In an attempt to shift healthcare habits and behavior related to healthy living, we have decided to focus on trust as the first health conscious related change. Trust is one of many non-medical factors that affect people's decision whether to accept medical treatment.

Unique strategic plans targeting minority groups aim to enhance their trust in the system so that they may receive the healthcare they need, allowing them to live healthier for longer. Needless to say, a healthy population enhances the individual's standard of living.