

**Statement of I.R. Iran on:
Behavioral sciences for better health (resolution WHA76.7 (2023))**

With appreciation for the valuable efforts of WHO in promoting global health, the Islamic Republic of Iran hereby presents its initiatives in alignment with shared objectives as follows :

1. Building Resilient Communities and Healthy Environments

- a) **National Healthy Cities Program:** Inspired by WHO guidelines and tailored to Iran's socio-political context, this program engages 20 cities in training and empowering stakeholders to integrate "Health in All Policies" into urban planning .
- b) **Health-Promoting Communities:** Over 500 health-promoting local-neighborhoods have been established nationwide to enhance community participation, improve infodemic management, and implement Risk Communication and Community Engagement (RCCE) strategies aligned with cultural and economic conditions .
- c) **Innovative Pilot Projects:** Initiatives such as "Health-Promoting Prisons, Universities, and Healthcare Centers" have strengthened Iran's capacity to address urbanization and other health challenges .

2. Behavioral Sciences for Better Health and wellbeing (In Accordance with WHA76.7 Resolution)

- a. **Scientific Committee on Behavioral Sciences:** Established to promote healthy behaviors, this committee focuses on combating vector-borne threats (e.g., Aedes mosquitoes), empowering communities, and formulating evidence-based policies through field studies
- b. **National Health Literacy improvement plan:** Emphasizing cross-sectoral collaboration and community engagement, this initiative fosters individual, communities, and societal empowerment. Tools such as the "Community Health Media Literacy Curriculum" and "Self-Help Financial-Health Groups" address health misinformation and reduce economic barriers to healthy behaviors
- c. **Health Communications Unit:** This specialized unit leads social campaigns, infodemic management, and RCCE strategies, supported by WHO's technical expertise .

The last but not the least, we would like to raise the following proposal:

Leveraging its scientific capacity and successful experience in hosting the First International Health Literacy Congress, the Islamic Republic of Iran expresses its readiness to organize the Second Regional/or International Congress to facilitate knowledge exchange on advancing health literacy and infodemic management. Iran reaffirms its commitment to collaborating with WHO in operationalizing global health goals.