Prospects for change: localizing global ambitions to country contexts
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ABSTRACT

The WHO Regional Office for Europe initiated the cultural contexts of health and well-being (CCH) project in 2015 to acknowledge the critical role played by cultural contexts (including value systems, traditions and beliefs) in health, and to integrate a CCH approach into public health policy-making. The fifth meeting of the expert group of the CCH project was held in June 2019 at the Regional Office in Copenhagen, Denmark, to discuss the project’s next five-year strategic plan, explore ways to strengthen dissemination, outreach and knowledge-translation activities, and gather technical input on upcoming research publications. Key to the upcoming strategizing work of the CCH project will be the identification of priority policy levels (local, national, regional, global) to maximize impact, given the project’s scope and resources. This report outlines the recommendations made at the fifth meeting of the expert group.

KEYWORDS

CULTURAL COMPETENCY  HEALTH POLICY
CULTURE  EUROPE
HEALTH KNOWLEDGE, ATTITUDES, PRACTICE

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Fifth meeting of the expert group
Copenhagen, Denmark, 17–18 June 2019

Prospects for change: localizing global ambitions to country contexts

Cultural Contexts of Health and Well-being, No. 5

World Health Organization
Regional Office for Europe
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Executive summary

The WHO Regional Office for Europe initiated the cultural contexts of health and well-being (CCH) project in 2015 to acknowledge the critical role played by cultural contexts (including value systems, traditions and beliefs) in health, and to integrate a CCH approach in public health policy-making. With support from a multidisciplinary group of experts, two WHO collaborating centres at the University of York (United Kingdom) and the University of Exeter (United Kingdom), and generous funding from the Wellcome Trust (United Kingdom) and the Robert Wood Johnson Foundation (United States of America), the CCH project has been working over the last five years to develop a portfolio of publications showing evidence of the role of culture in health and to advocate for a CCH approach to strengthen the impact of public health policy.

As it completes the final year of its initial five-year strategic plan, the CCH project arrives at a critical juncture. The fifth meeting of the expert group was convened on 17–18 June 2019 to review progress, gather feedback on upcoming publications and ways to strengthen dissemination and outreach, and discuss the project’s next five-year strategic plan. The key objectives of the meeting were to:

- review the action plan and comment on CCH outputs currently in development, including the dissemination and promotion of new publications;

- recommend an additional CCH topic to become the focus of a new Health Evidence Network (HEN) report;

- comment and provide input on the initial findings of the independent CCH project evaluation; and

- recommend a set of key criteria for a five-year strategy for the CCH project that would position it within the 2030 Agenda for Sustainable Development (1) and its Sustainable Development Goals (2), WHO’s Thirteenth General Programme of Work 2019–2023 (3) and other existing commitments and international obligations.
This report provides an overview of the discussions and suggestions that emerged during the meeting, including the following 10 key recommendations.

1. Clearly articulate the next five-year strategy within broader United Nations and WHO frameworks, such as the Sustainable Development Goals (1,2), the Thirteenth General Programme of Work (3), Health 2020 (4) and the Montevideo Roadmap 2018–2030 on Noncommunicable Diseases as a Sustainable Development Priority (5).

2. Explore strategies for providing support to Member States in the uptake of WHO guidelines and recommendations by developing contextual, culturally sensitive, localized solutions.

3. Take note of the independent evaluation carried out by the consulting firm SHM and develop a five-year strategic plan in line with the proposed recommendations.

4. Enhance cooperation across the Regional Office and with WHO country offices to embed a CCH approach within work realized by other departments and to strengthen Member State engagement.

5. Develop innovative formats to boost impactful online communication, such as a massive open online course based on the toolkit on intercultural competence and diversity sensitivity, case studies, multiple entry-point stories, mini ethnographies and short videos.

6. Provide paper copies of the project publications to members of the expert group who wish to take a more active role as project ambassadors by supporting the dissemination of outputs.

7. Develop a position paper to articulate what a CCH approach is by drawing from different CCH publications, and strengthen cross-referencing and linkages between publications.

8. Commission a new HEN report on loneliness with the synthesis question: What evidence exists on the cultural contexts of loneliness among young people in the WHO European Region?
9. Develop a concept note for a HEN synthesis report on the cultural aspects of sanitation in the WHO European Region.

10. Commission a policy brief on food, culture and health to highlight the need to localize dietary recommendations.
Introduction

The WHO Regional Office for Europe convened the fifth meeting of the expert group of the cultural contexts of health and well-being (CCH) project on 17–18 June 2019 in Copenhagen, Denmark (see Annex 1 for the programme). The meeting was an opportunity for the expert group to review the action plan, discuss outputs currently in development and their dissemination, and provide input on a new five-year strategy and the future of the CCH project. A concise overview of the CCH project is given in Box 1.

The meeting, chaired by Professor Edward Fischer, included members of international organizations and experts from different disciplines working on the intersection of culture, health and well-being (see Annex 2 for the list of participants). The WHO Secretariat and the Chair welcomed participants and presented the meeting objectives. The programme was adopted, and Mr Antoine de Bengy Puyvallée was elected Rapporteur.

CCH background and updates

In 2020, the pilot period of the CCH project will conclude. Over the past five years, good progress has been made across the three project objectives:

1. create a focus for culture and health at the Regional Office;

2. strengthen action-oriented humanities and social sciences research and policy analysis; and

3. promote the validity and use of an interdisciplinary evidence base.
In response to the recommendations made at the previous expert group meeting in April 2018, the WHO Secretariat created a set of workstreams on knowledge-translation activities and operations at the country level. A political symposium organized by the Regional Office brought together politicians, funders, researchers and practitioners from the Nordic countries to discuss the burgeoning area of arts and health in that region. In central and eastern Europe, a series of workshops on early life trauma initiated the co-creation of a WHO publication on the topic that will bring together a range of local voices and perspectives from Belarus, Ukraine and other central and eastern European countries (6).

Box 1. The CCH project in brief

**Vision**: To enhance public health policy-making through a nuanced understanding of how cultural contexts affect health and health care

**Operation**: Under the WHO European Health Information Initiative, a network coordinated by the Division of Information, Evidence, Research and Innovation at the WHO Regional Office for Europe

**Activities and outputs**:  
- Publications: Health Evidence Network (HEN) reports, policy briefs, toolkits, meeting reports, case stories, synthesis papers  
- Dissemination: workshops, seminars, a newsletter  
- Advocacy and capacity-building

**Focus areas**: Environment, nutrition, migration, mental health

**Guidance**: A multidisciplinary expert group which meets annually to review outputs and suggest strategic directions

**Support**: Two WHO collaborating centres based at the University of York (United Kingdom) and the University of Exeter (United Kingdom)

**Funding**: WHO corporate funding and generous grants from the Wellcome Trust and the Robert Wood Johnson Foundation
The WHO Secretariat has also undertaken considerable efforts to strengthen dissemination and outreach activities within the WHO European Region and globally. Notably, the 2019 Culture and Health webinar series, co-run by the Regional Office and the WHO collaborating centres at the University of York (United Kingdom) and the University of Exeter (United Kingdom), was launched. Over the past year, a number of well attended webinars have also been delivered, including “Transgender experience: culture, classification and care” (7), “Waste and well-being: cultural waste disposal practices and health” (8) and “Man up: masculinities and mental health help-seeking behaviours” (9).

Additionally, the migration and health toolkit on intercultural competence and diversity sensitivity was piloted at a WHO Summer School on Refugee and Migrant Health, and is now being developed into a massive open online course (MOOC) hosted by OpenWHO. Interest in CCH has also been expressed beyond Europe, with the Robert Wood Johnson Foundation exploring the possibility of supporting CCH activities in the United States of America.

CCH publications in development

Members of the expert group were given the opportunity to review the progress of four HEN synthesis reports currently in development. With support from the HEN Secretariat, the reports set out to meet policy-makers’ needs by synthesizing the best available evidence in response to specific policy questions. They examine the following topics: the role of arts in improving health and well-being; cultural mediators; masculinities and men’s mental health help-seeking behaviours; and the cultural context of waste management in the WHO European Region.

HEN synthesis report on the role of arts in improving health and well-being

Due to be published in November 2019, this report asks the question: *What is the evidence on the role of the arts in improving health and well-being in the WHO European Region?* It finds that the overall evidence base shows a significant impact of the arts on disease prevention and health promotion, as well as on the management and treatment of mental health conditions.
The expert group was impressed by the scientific quality of the report and its methodological robustness, building as it does on a considerable reference list. They found that the publication convincingly demonstrates the contribution that arts can make to health and well-being, and commended the clarity and sharpness of the policy recommendations.

With regard to the dissemination and promotion of the report, the group advised the WHO Secretariat to develop factsheets and summary outlines to enhance uptake among policy-makers. They also encouraged the Secretariat to widely disseminate the report upon publication, following the example of the successful political symposium on arts for health and well-being in the Nordic countries, organized earlier in 2019.

**HEN synthesis report on cultural mediators**

Intercultural mediators have been deployed since the 1990s across the Region to improve migrants’ and refugee’s access to quality health care by reducing the interference of cultural and linguistic differences (10). More than mere interpreters, cultural mediators provide important cultural translation and knowledge brokerage.

Due to be published in September 2019, this report examines the question: *What are the roles of intercultural mediators in health care and what is the evidence on their contributions and effectiveness in improving accessibility and quality of care for refugees and migrants in the WHO European Region?* It finds that although cultural mediators effectively resolve linguistic and cultural barriers in different health-care contexts, better recognition of the profession in addition to training and systematization of intercultural mediation programmes could improve their impact.

The expert group found the report well structured and easy to understand, and noted that it brings clear evidence of the relevance of the CCH approach to improving health. Members discussed the report’s policy recommendation to set standards on the training of cultural mediators, and insisted on the need for such standards to be empirically validated. They also encouraged the authors to consider including a short additional box on the notion of cultural brokerage.
outside the health sector, such as in the development policy context, which could help to problematize the notion of power in mediation.

HEN synthesis report on masculinities and men’s mental health help-seeking behaviours

Statistics point to gender disparities in mental health issues. For example, men are less treated for mental health problems and rates of male suicide are three times higher than those of female suicide. In response, the CCH project commissioned a report that examines the question: How do sociocultural constructions of masculinities relate to men’s mental health help-seeking behaviours in the WHO European Region?

The authors presented a progress update and initial findings of the evidence synthesis. The findings confirm that men who adhere closely to norms of certain masculinities (self-reliance, restrictive emotionality) are less likely to seek help for mental health issues and are subject to stigma for experiencing them. This suggests that male-focused, intersectional health interventions are much needed, and that these should take into account masculinities in their operationalization, including by developing different narratives on health-seeking behaviours.

The expert group welcomed the review, which addresses an important and complex topic. Members encouraged the authors to carefully consider the policy considerations in order to avoid reinforcing gender stereotypes and toxic narratives of masculinity. They also discussed the systemic barriers to help-seeking that might, in some cases, play a more important role than individual behaviours and should clearly appear in the report. Finally, they noted that case studies may help to illustrate clear examples of the role of culture and masculinities in men’s health-seeking behaviours.

HEN synthesis report on the cultural contexts of waste management

The management of waste is key to the health of populations, and a priority of Sustainable Development Goal 12 on consumption and production patterns (2). Yet little has been done to explore the cultural contexts that shape our waste practices and traditions. To address this
gap, the CCH project commissioned an evidence synthesis report to examine the question: *How do cultural contexts affect health through waste practices, and how can culture be a driver of improved waste management?*

The authors presented a model of waste management highlighting the influence of cultural contexts in different dimensions, including awareness, education, perception, behaviour, consumption and policies. Four case studies and examples of semantic variations related to the notion of waste highlight the critical role played by cultural contexts in waste management.

The expert group commended the report for its quality and breadth, and particularly appreciated the examples of different meanings of waste across several languages to highlight the role of culture in waste management. Their discussion focused on the tension between individual perceptions of waste (as shorthand for culture) and the embedment of behaviour in the broader socioeconomic and commercial determinants of health. The group recommended that the authors highlight this interplay between individual and systemic issues related to waste to elucidate the cultural components of waste management.

**Recommendations**

The following recommendations emerged from the discussions on the four draft HEN reports.

1. Provide paper copies of the publications to members of the expert group who wish to take a more active role as project ambassadors by supporting the dissemination of outputs.

2. Strengthen cross-referencing and linkages between publications.

3. Use semantic variations of concepts across different languages to illustrate the critical role of cultural contexts.
Commissioning new research

Noting good progress on the research currently underway, the expert group reviewed suggestions for two additional HEN reports and a policy brief. They discussed the relevance and timeliness of topics such as loneliness, sanitation and food, as well as the feasibility and proposed methodological approaches to addressing these topics.

HEN synthesis report on loneliness among young people in the WHO European Region

Loneliness, a common cause for mental ill health, is often associated with older adults. Yet emerging evidence suggests that loneliness is also an important challenge for adolescents and younger adults (those aged 16–24) with complex repercussion for health and well-being across the life course. A HEN report on this topic would examine loneliness among young people in the Region through a CCH approach by reviewing available evidence, looking into the role of local contexts and providing examples of successful practices.

Members of the expert group warmly welcomed the proposal and agreed on the relevance of this topic to the CCH project. They discussed semantic variations in the notion of loneliness across different languages and concluded that this exercise could produce interesting examples. They highlighted the importance of considering the digital aspects of social interactions and their possible consequences for loneliness, and saw potential for cross-references with the CCH work realized on arts and health. Finally, experts recommended that the authors make more explicit the notion of culture in the synthesis question. They suggested the following: What evidence exists on the cultural contexts of loneliness among young people in the WHO European Region?

HEN synthesis report on sanitation in the WHO European Region

The WHO European Centre for Environment and Health (ECEH) in Bonn, Germany, approached the expert group to suggest a collaboration on the development of a HEN report to examine the cultural aspects of sanitation. Given the decisive role that culture plays – through local
beliefs, traditions and practices as well as gender and generational shifts – in the planning and operation of water and sanitation systems, the expert group considered this a rich topic for further exploration. They also welcomed the opportunity to collaborate with other programmes of the Regional Office. As a next step, the expert group recommended that the WHO Secretariat develop a concept note on the topic.

Policy brief on food, culture and health

Food, diet and nutrition play a central role in many high-burden global health issues, and are linked in a variety of ways to leading causes of mortality and morbidity such as cardiovascular diseases and cancers (11). The public health response has so far largely focused on food consumption and nutritional values, developing nutritional guidelines that tend to neglect the sociocultural significance of the act of eating.

A concept note was presented to the expert group for a proposed policy brief exploring the potential of a CCH approach to inspire policymakers to think about food, diet and nutrition in more contextual and nuanced ways. The CCH approach should lead to more effective, culturally sensitive food policies that cohere with existing local food cultures.

The group welcomed the concept note and supported the idea that the CCH project could play an important role in localizing global nutritional guidelines – that is, in translating global nutritional recommendations to make them culturally sensitive and meaningful at local and national levels. Experts recommended that the WHO Secretariat commission the development of the policy brief to a multidisciplinary team of authors and expand the scope to ensure that the brief also considers the commercial and political determinants of food culture.
Recommendations

1. Commission a new HEN synthesis report on loneliness with the synthesis question: *What evidence exists on the cultural contexts of loneliness among young people in the WHO European Region?*

2. Develop a concept note for a HEN synthesis report on the cultural aspects of sanitation in the WHO European Region.

3. Commission a policy brief on food, culture and health to highlight the need to localize dietary recommendations.
Outreach, advocacy and knowledge-translation activities

Over the past five years, the CCH project has produced a solid portfolio of publications showing evidence of the impact that a CCH approach can have on health and public health policy. The expert group discussed how to disseminate these findings and facilitate their uptake in Member States more effectively.

Partnership: Evidence-informed Policy Network (EVIPNet) Europe

At the previous expert group meeting in 2018, a recommendation was made that the CCH project pursue opportunities for knowledge-translation activities in collaboration with EVIPNet Europe. In response, the WHO Secretariat prepared a CCH workshop for the sixth multicountry meeting of EVIPNet Europe in Istanbul, Turkey, in September 2019. As co-organizers of the event, the CCH team is collaborating with EVIPNet Europe to better support Member States with an evidence-informed policy process that is responsive to local contexts and people’s needs, values, perceptions and experiences.

To further strengthen the collaboration with EVIPNet Europe, the expert group also suggested that the CCH project examine the potential of culture-centred approaches to complement and strengthen existing tools and processes for the systematic use of qualitative evidence. As a first step, a concept note and synthesis question for a new HEN report exploring the interface between CCH and evidence-informed policy-making were drafted. The expert group welcomed this development.

Commissioning an “Introduction to CCH” toolkit

To increase awareness and expand the reach of CCH insights and methodologies, the expert group considered the need for an introductory course on CCH for non-experts. As a first step, this would be developed as a toolkit to introduce CCH in training workshops and courses for a variety of stakeholders, including WHO colleagues, health authorities, students and researchers. Such a toolkit would present core
concepts and definitions, provide examples and case stories, and list strategies for incorporating a CCH approach and new types of evidence.

Once published, the toolkit could be further developed into a MOOC hosted by OpenWHO, ensuring free and open access globally. The expert group recommended that the work be commissioned to the WHO Collaborating Centre on Culture and Health at the University of Exeter.

**Innovative outreach formats**

The expert group also discussed innovative outreach formats that could facilitate the dissemination of the CCH approach and CCH publications to a wider range of stakeholders. Members advised, for instance, that artists be involved in the dissemination of the HEN report on arts for health and well-being, and encouraged the Secretariat to consider the feasibility of holding an exhibition at the Regional Office in Copenhagen, Denmark.

Experts also strongly recommended the consideration of original and innovative outreach formats tailored to digital communication strategies, such as case studies, multiple entry-point stories, mini ethnographies and short videos. They were particularly enthusiastic about the suggestion of creating a MOOC based on the toolkit on intercultural competence and diversity sensitivity developed by Dr Felicity Thomas. This MOOC would be useful for frontline workers and should offer certification.

Finally, the expert group highlighted the importance of giving people a voice and adopting co-construction methods. Members praised the WHO Collaborating Centre on Culture and Health for its work on early-life trauma in central and eastern Europe and on mental illness in Belarus, which was realized through inclusive methods that allowed professionals and patients to contribute to seminars, training sessions and film-making.
Recommendations

1. Develop a MOOC based on the toolkit on intercultural competence and diversity sensitivity.

2. Develop innovative formats to boost impactful online communication, such as case studies, multiple entry-point stories, mini ethnographies and short videos.

3. Deliver a CCH workshop at the sixth EVIPNet Europe multicountry meeting to raise awareness and build capacity on the systematic use of evidence from the social sciences and health humanities in evidence-informed policy-making.

4. With input from participants at the sixth EVIPNet Europe multicountry meeting, articulate a synthesis question on the interface between CCH and evidence-informed policy-making to become the focus of a new HEN report.

5. Commission a toolkit to capture best practices and key principles of a CCH approach tailored to various stakeholder groups.
Strategizing to maximize impact

With the CCH project now in its fifth year, the Regional Office commissioned an independent review to assess progress so far and provide recommendations for extending the project’s impact in the future. The expert group was invited to take part in the evaluation and to identify key priorities for the new five-year strategic plan.

Evaluation of the CCH project

The management consulting firm SHM was contracted to lead an independent evaluation of the CCH project and provide recommendations on how best to extend the project’s efficacy and impact. SHM briefly presented their preliminary evaluation based on 19 stakeholder interviews and workshops. Feedback received so far has been largely positive, highlighting that the CCH project is innovative, timely and critical for the future understanding of public health and well-being.

The preliminary findings suggest that the objectives set in 2015 have been achieved, but that the project could scale up ambition to leverage the potential of the CCH approach to strengthen the impact of public health policy. The SHM report will provide recommendations on how to do so. The expert group welcomed the evaluation and used it as the basis for further discussions on the new five-year strategic plan.

Identifying key ambitions for the new strategic plan

The five-year action plan elaborated in 2014–2015 was developed as a starting point to establish a CCH approach and expand the evidence base available, as well as to create a focus for culture and health at the Regional Office. Building on the progress made to date, the expert group was invited to consider the need to readjust the project vision and key objectives to better fit the current context. The group welcomed this suggestion (see Table 1).
The expert group also agreed that the CCH project should be guided by a clearly articulated problem statement that it seeks to solve. The WHO Secretariat suggested the following example.

“The neglect of culture in health is the single biggest barrier to advancing the highest attainable standard of health worldwide.”

The WHO Secretariat invited the expert group to identify key objectives for the CCH project moving forward. These objectives will be the cornerstone of the new strategic plan and will determine the type of activities and outputs that the project will pursue. To facilitate the discussion, a draft theory of change was presented to the group (see Fig. 1). The figure illustrates the various entry points for expanding the reach and impact of the CCH project.

The group was asked to consider the question: Which policy level should the CCH project focus its efforts on? The following subsections will summarize the arguments discussed for each level: global, regional, national, local. The WHO Secretariat will take these arguments into consideration when further developing the next five-year strategic plan.

Going global?

Given the universal relevance of culture to health, several experts suggested that the CCH project aim to have an influence beyond the WHO European Region. This could be achieved, for instance, by establishing collaborating centres in every WHO region and recruiting influential personalities as champions of the CCH approach. Within the scope of the Regional Office, the group emphasized the need to articulate how the project relates and contributes to global policy frameworks and priorities as a means of strengthening the mandate of the project.

<table>
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<th>Table 1. Considering a new vision for the CCH project</th>
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<td><strong>Current vision</strong></td>
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<tr>
<td>To enhance public health policy-making through a more nuanced understanding of how cultural factors affect perceptions of health and delivery of health care</td>
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The group also considered what role the CCH project could take in highlighting different knowledge systems, working towards greater representation of marginalized voices in the politics of knowledge production and governance structures, and, ultimately, providing democratic spaces to tackle health inequities. At a global level, the CCH project could play a larger role in the ongoing efforts to localize knowledge production and decolonize global health.

Enhancing cooperation within the Regional Office

The expert group unanimously encouraged the CCH project to continue strengthening its collaborations with other initiatives, programmes and centres under the Regional Office. The collaborations with EVIPNet Europe and various WHO technical programmes have all been praised for yielding valuable results. The proposed development of a HEN report on sanitation in the WHO European Region with WHO ECEH also raised enthusiasm among participants.

Fig. Draft theory of change for the CCH project

1 Sustainable Development Goals
2 Thirteenth general programme of work 2019-2023
The expert group insisted on the need to advocate for the CCH approach within WHO using a positive and problem-solving approach, framing it as a solution to strengthen impact rather than an additional burden. Members suggested that workshops and tutoring sessions be organized to show in practice how the CCH approach can be integrated into public health policy.

**Strengthening engagement with Member States through a focus on localizing recommendations**

Crucially, the group considered the role the CCH project could play in country-based work. By working more closely with WHO country offices and ministries of health in European Member States, the project could help to facilitate bottom-up approaches to identifying needs and priorities within the Region. In practical terms, this could include the development of “cultural impact assessments” modelled on health impact assessments. It could also entail the publication of policy briefs focusing on health challenges identified by Member States. Over time, this could enhance the Regional Office’s capacity and ability to be responsive to the contemporary needs of the Region.

The group also recognized the role the CCH project could play in facilitating the uptake of global guidelines and recommendations at the country level. By acknowledging that contextual factors matter and that the needs of European Member States are highly diverse, the CCH project could provide technical support in the development of localized guidelines fit for both purpose and context.
Recommendations

1. Clearly articulate the next five-year strategy within broader United Nations and WHO frameworks, such as the Sustainable Development Goals (1,2), WHO’s Thirteenth General Programme of Work 2019–2023 (3), Health 2020 (4) and the Montevideo Roadmap 2018–2030 on Noncommunicable Diseases as a Sustainable Development Priority (5).

2. Take note of the independent evaluation carried out by SHM and develop a five-year strategic plan in line with the proposed recommendations.

3. Include innovative ways to demonstrate the impact of the CCH project in the next five-year strategy.

4. Develop a position paper to articulate what a CCH approach is by drawing from different CCH publications, and strengthen cross-referencing and linkages between publications.

5. Leverage the political momentum to localize WHO’s recommendations to demonstrate the added value of the CCH project.

6. Enhance cooperation across the Regional Office and with WHO country offices to embed a CCH approach within work realized by other departments (for instance, by cooperating with WHO ECEH on a report on sanitation).

7. Develop means to better engage with Member States by:
   a. identifying research projects on national priority issues; and
   b. strengthening the CCH–European Member State network to facilitate CCH implementation at the country level.
Conclusion

The fifth meeting of the CCH expert group enabled the WHO Secretariat to take stock of the progress made to date while critically evaluating the strengths and weaknesses of the initial pilot period. Participants were optimistic for the future of the project and invited the Secretariat to have bold ambitions and seize the global focus on country-oriented work by strengthening WHO’s ability to localize global standards and recommendations. Based on the recommendations made at the expert group meeting, the WHO Secretariat will formulate a detailed strategy for 2020–2025 for discussion with the expert group in mid-2020.
References


Annex 1. Programme

Monday, 17 June 2019

Opening

Welcome by WHO Secretariat and Chair

Introductions

WHO Secretariat: election of Rapporteur

Chair: briefing on purpose and adoption of meeting programme

WHO Secretariat: expected outcomes of the meeting

Session 1. Overview of activities by the WHO Secretariat and CCH partners

WHO Secretariat (Nils Fietje): initiative on evidence for health and well-being in context

WHO Secretariat (Tanja Kuchenmüller): Evidence-informed Policy Network (EVIPNet)

WHO Secretariat (Santino Severoni): public health and migration programme

WHO Secretariat (Daniel Chisholm): mental health programme

Discussion and feedback

Session 1. Overview of activities by the WHO Secretariat and CCH partners (continued)

WHO Collaborating Centre for Culture and Health at the University of Exeter (Felicity Thomas)

WHO Collaborating Centre for Global Health Histories at the University of York (Sanjoy Bhattacharya)
Robert Wood Johnson Foundation (Karabi Acharya)

Discussion and feedback

Session 2. Dissemination and promotion of new CCH publications

Presentations
- Kai Lehikoinen: Health Evidence Network (HEN) report on the use of arts for health and well-being
- Ilhan Ilkilic: HEN report on cultural mediators
- Felicity Thomas: toolkit on intercultural competence and diversity sensitivity

Discussion
- What are the main strengths and what is the added value of these publications?
- How can the publications be promoted and disseminated? Are there any platforms, networks or upcoming events that should be explored for dissemination purposes?
- How can the insights generated by the publications be translated at the country level?

Session 3. HEN report on masculinities and men’s mental health help-seeking behaviours

Presentation
- Brendan Gough and Irina Novikova

Commentary
- Anna Temkina
- Isabel Yordi Aguirre

Discussion
- Does the content of the report respond to the synthesis question?
- Are the cultural contexts of masculinities and men’s mental health help-seeking behaviours adequately described?
- Does the report make an important contribution to the existing knowledge base?
- Are the policy options actionable?
Session 4. HEN report on the cultural contexts of waste management

Presentation
● Thomas Kistemann

Commentary
● Sarah Atkinson
● Marco Martuzzi

Discussion
● *Does the content of the report respond to the synthesis question?*
● *Are the cultural contexts of waste management adequately described?*
● *Does the report make an important contribution to the existing knowledge base?*
● *Are the policy options actionable?*

Session 5. Policy brief No. 3: Food, culture and health (concept note)

Presentation
● Priya Umachandran

Commentary
● Cécile Duvelle
● João Breda

Discussion
● *Are the proposed concept note and methodology feasible?*
● *In what ways should the format be developed to ensure that it is appropriate for use in Member States?*
● *Are there any examples that should be considered for case studies?*
● *What key literature should the authors be aware of?*

Wrap up and conclusions of Day 1 (Chair & WHO Secretariat)
Tuesday, 18 June 2019

Opening of Day 2

Session 6. Identifying a new CCH topic for a HEN report

Presentation
- Frederick Cooper: HEN report on loneliness

Commentary
- Sarah Atkinson

Discussion
- Is the topic timely and can a CCH approach add value?
- Does the research question need further refinement?
- Are the proposed concept note and methodology feasible?
- What key literature should the authors be aware of?

Session 7. SHM evaluation: developing a theory of change

Moderator
- Steve Potts (SHM)

Session 8. A new five-year strategic plan

Presentation
- Nils Fietje and Andrea Scheel

Commentary
- Bosse Pettersson: a policy perspective
- David Napier: a research perspective
- Karabi Acharya: a funding perspective

Discussion
- Where can the CCH project have the greatest impact (country-level implementation, institutional change, etc.)?
- Do the CCH project objectives, focus areas and project activities need further refinement?
- What would be valuable outputs for the CCH project?
Session 9. Knowledge-translation activities

Presentations
- Akbar Suvanbekov: CCH workshop at the sixth EVIPNet Europe Multicountry meeting
- Felicity Thomas: developing an “Introduction to CCH” course (Toolkit No. 2)

Discussion
- Would a toolkit be a suitable output to capture the session?
- What would be the core objectives of an introduction to CCH course?
- What stakeholders could benefit from a course like this and in what settings should the course be piloted (for example, WHO country offices, academic conferences, etc.?)?

Conclusion

Exploring opportunities and ideas for 2019–2020

Actions from the last two days (Chair & WHO Secretariat)

Next steps

Any other business

Wrap up
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