

Health literacy and economics

M-POHL EVPOP Workshop on November 26, 10:30 – 12:00 CET
(online, zoom)

Agenda

10:30 – 10:40	Welcome and Opening Christina Dietscher, M-POHL policy chair, Federal Ministry of Labour, Social Affairs, Health and Consumer Protection Anastasia Koylyu, BCI Unit, WHO Regional office for Europe
10:40 – 11:00	Facts and figures: health literacy and economics Gerardine Doyle, UCD College of Business/University College Dublin
11:00 – 11:20	Building an investment case for behavioural insights in health Katrine Haabersaat, WHO Regional office for Europe
11:20 – 11:40	Cost-effectiveness of communication trainings for healthcare staff Heidi Stürzlinger, Austrian Public Health Institute
11:40 – 11:55	Q & A Panel with our presenters
11:55 – 12:00	Closing Anastasia Koylyu, BCI Unit, WHO Regional office for Europe Christina Dietscher, M-POHL policy chair, Federal Ministry of Labour, Social Affairs, Health and Consumer Protection