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Yale University and WHO to scale up behavioural sciences for better health initiative

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Pandemic brought into sharp focus the importance of understanding human behavioural complexities to design more effective public health programmes



The Yale Research Initiative on Innovation and Scale (Y-RISE) and the World Health Organisation's (WHO) Behavioural Insights Unit (BI-Unit) have signed a Memorandum of Understanding (MoU) agreeing to work together over the next two years to contribute to the shared goals of promoting and enabling systematic use of the behavioural and social sciences in public health, designing, and scaling up evidence-based behavioural interventions.

Behavioural insights can help improve understanding on how and why people behave in ways that affect their health, and help design policies and services that address behavioural factors for improved physical and mental well-being.

WHO and Y-RISE will work together to respond to requests for technical support for the planning and design stage of pilot behavioural interventions as well as requests for examining complexities of scaling up behavioural interventions. They will also give strategic advice in the area of application of behavioural sciences to public health and capacity building.

Under the scope of this new partnership, Yale and WHO will exchange of information about latest advances in scaling of behavioural interventions; lead collaborative projects to examine the impact of behavioural interventions in public health, including the complexities of scaling up such interventions; jointly develop research proposals and presentations for stakeholders interested in applying behavioural science approaches to their programming; and deliver joint trainings on the science of scaling up behavioural sciences in public health policies and programmes.