



Behavioural Insights Summer School (BISS)
Erfurt University, Erfurt, Germany
18-22 September 2017



Provisional Programme

Monday 18.09.2017: Introduction to BISS

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| 15:00-16:00 | Registration and get together |
| 16:00-16:15 | Introduction to the summer school and aims of BISS (<i>Cornelia Betsch, Katrine Bach Habersaat</i>) |
| 16:15-17:00 | Round of introductions |
| 17:00-17:30 | Introduction to the topic (<i>Katrine Bach Habersaat</i>) |
| 17:30-18:00 | Learning objectives and evaluation of the Summer School (<i>Victor Balaban</i>) |
| 18:00 | <i>Poster Session & Finger Food - PhD students presenting their research projects. Team building.</i> |

Tuesday 19.09.2017: The country perspective

8:45-9:00	Introduction to the day (<i>Katrine Bach Habersaat</i>)
9:00-10:00	Country presentations: challenges and plans
10:00-10:30	<i>Coffee break</i>
10:30-11:30	Country presentations: challenges and plans
11:30-12:00	Swedish TIP: lessons learned and added value (<i>Karina Godoy</i>)
12:00-13:00	<i>Lunch</i>
13:00-13:30	Introduction case study and case teams
13:30 14:30	Group work: Situation analysis
14:30-15:00	<i>Afternoon snacks/fruit</i>
15:00-15:30	Wrap up and discussion – expectations and commitments (<i>Cornelia Betsch, Katrine Bach Habersaat</i>)
15:30-15:45	Brief closing of the day (<i>Victor Balaban</i>)
	<i>Immunization programme</i> <i>PhD students:</i> <i>staff:</i>
16:00-18:00	No programme Behavioural economics and health (<i>Robert Böhm</i>)
20:00-21:00	<i>Talk & Finger Food: Boosting (Stefan Herzog)</i>

Wednesday 20.09.2017: Behaviour change models & research techniques

8:30-8:45	Introduction to the day (<i>Katrine Bach Habersaat</i>)	
	<i>Immunization programme managers:</i>	<i>PhD students:</i>
8:45-9:15	Human decision-making (<i>Robert Böhm</i>)	Boosting group work (<i>Stefan Herzog</i>)
9:15–10:00	Theories and models of health behaviour and behaviour change (<i>Cornelia Betsch</i>)	
10:00-10:30	Coffee break	
10:30-11:00	Continued: Theories and models of health behaviour and behaviour change	Coffee break
11:00-11:30	Behavioural determinants: the variables we need to consider (<i>Katrine Bach Habersaat</i>)	
11:30 -12:45	Group work: behavioural determinants	
12:45-13:45	Lunch	
13:45-15:15	Introduction to qualitative research techniques (<i>Cath Jackson</i>)	
15:15-15:45	Afternoon snack/fruit	
15:45-17:15	Group work: qualitative research techniques	
17:15-17:30	Brief closing of the day (<i>Victor Balaban</i>)	
20:00	Social programme: experience the fascinating history of the City of Erfurt	

Thursday 21.09.2017: Behaviour change interventions to increase vaccination uptake

8:30-8:45	Introduction to the day (<i>Katrine Bach Habersaat</i>)
8:45-9:15	Introduction to behavioural insights and nudging (<i>Kurt Ackermann</i>)
9:15-9:30	Introduction to using behavioural insights kit (<i>Kurt Ackermann</i>)
9:30-10:00	<i>Coffee break</i>
10:00-11:00	Coaching session: behavioural insights (<i>Kurt Ackermann, Linda Miesler</i>)
11:00-11:45	Outcomes of group work to behavioural insights (<i>Kurt Ackermann</i>)
11:45-12:00	Discussion of coaching results (<i>Kurt Ackermann</i>)
12:00-13:00	<i>Lunch</i>
13:00-13:15	Introduction to the afternoon (<i>Katrine Bach Habersaat</i>)
13:15-13:45	The critical role of the health worker (<i>Lisa Menning</i>)
13:45-14:15	Trust and listening (<i>Cornelia Betsch</i>)
14:15-14:45	Social mobilization for behaviour change (<i>Sergiu Tomsa</i>)
14:45-15:15	Equitable access to health and vaccination services (<i>Tammy Boyce</i>)
15:15-15:45	<i>Afternoon snack/fruit</i>
15:45-17:00	Group work: Intervention planning
17:00-17:15	Brief closing of the day (<i>Victor Balaban</i>)
20:00	<i>Social programme – team challenge, irrational card game</i>

Friday 22.09.2017: Monitoring and evaluation techniques & Closing

8:30-8:45	Introduction to the day (<i>Katrine Bach Habersaat</i>)
8:45-9:45	Measuring change: monitoring and evaluation of vaccination demand interventions (<i>Cath Jackson</i>)
9:45-10:45	Group work: monitoring and evaluation
10:45-11:15	<i>Coffee break</i>
11:15-12:45	Presentations and discussion – presentation of outcomes of group works
12:45-13:45	<i>Lunch</i>
13:45-15:00	Evaluation of the summer school Revisiting expectations and commitments (<i>Cornelia Betsch, Katrine Bach Habersaat</i>)
15:00	Closing (<i>Cornelia Betsch, Katrine Bach Habersaat</i>)

Teachers/presenters/facilitators in alphabetical order

- Kurt Ackermann (Research Associate, ZHAW Zurich University of Applied Sciences, Winterthur)
- Victor Balaban (Behavioural Scientist, United States Centers for Disease Control and Prevention)
- Cornelia Betsch (Research Fellow, University of Erfurt)
- Robert Böhm (Assistant Professor of Decision Analysis, RWTH Aachen University, Aachen)
- Tammy Boyce (Consultant and researcher)
- Karina Godoy (Public Health Scientist, Public Health Agency of Sweden)
- Katrine Habersaat (Technical Officer, Vaccine-preventable Diseases and Immunization programme, WHO Regional Office for Europe)
- Stefan Herzog (Researcher, Max-Planck-Institute for Human Development, Berlin)
- Cath Jackson (Research Consultant, Valid Research Ltd and Visiting Research Fellow at the Universities of Leeds and York)
- Lisa Menning (Technical Officer, Immunization, Vaccines and Biologicals programme, WHO)
- Linda Miesler (Senior Lecturer, ZHAW Zurich University of Applied Sciences, Winterthur)
- Sergiu Tomsa (C4D specialist, UNICEF Regional Office for Europe and Central Asia)