



Behavioural Insights Summer School (BISS)
Erfurt University, Erfurt, Germany
27-31 August 2018



Provisional Programme

Monday, 27 August (*Event location: City hall of Erfurt*)

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| 15:00-15:30 | Registration and get together at the city hall of Erfurt |
| 15:30-15:45 | Welcome to the BISS (<i>Cornelia Betsch, Katrine Habersaat</i>) |
| 15:45-16:00 | Evaluation of the BISS, expectations and commitments (<i>Siff Nielsen</i>) |
| 16:00-16:45 | Regional overview and introduction to the WHO 'Tailoring Immunization Programmes' (TIP) approach (<i>Katrine Habersaat</i>) |
| 16:45-17:15 | The TIP project in North London (<i>Louise Letley</i>) |
| 17:15-18:15 | Speed-dating |
| 18:15-21:00 | <i>Dinner</i> |

Tuesday, 28 August (*Event location: University campus, building LG4*)

09:00-09:05	Introduction to the day (<i>Katrine Habersaat, Cornelia Betsch</i>)	
09:05-09:30	Situation analysis (<i>Katrine Habersaat</i>)	
09:30-09:40	Case study introduction: Welcome to Vacciland!	
09:40-10:40	Group work: Challenges, target groups and stakeholders	
10:40-11:00	<i>Coffee break</i>	
11:00-12:00	Human decision-making (<i>Cornelia Betsch</i>)	
12:00-13:00	<i>Lunch</i>	
13:00-13:30	The COM-B model as a framework to understand behaviours (<i>Katrine Habersaat</i>)	
13:30-15:00	Group work: Behavioural determinants in Vacciland	
15:00-15:15	Evaluation of the day (<i>Siff Nielsen</i>)	
15:15-15:45	<i>Afternoon snack/fruit</i>	
15:45-17:15	PhD consultations (only PhD students)	How to respond to vocal vaccine deniers (<i>Philipp Schmid & Dorothee Heinemeier</i>)

Wednesday, 29 August (*Event location: University campus, building LG4*)

- 09:00-09:15 Introduction to the day (*Katrine Habersaat, Cornelia Betsch*)
- 09:15-09:45 Can we measure vaccine hesitancy? (*Cornelia Betsch*)
- 09:45-10:15 Qualitative research to understand health behaviour (*Cath Jackson*)
- 10:15-10:45 Discussion: research techniques and participants' experiences (*Cath Jackson, Cornelia Betsch*)
- 10:45-11:00** ***Coffee break***
- 11:00-11:30 Group work: Prioritization of target groups
- 11:30-13:00 Group work: Research protocol
- 13:00-14:00** ***Lunch***
- 14:00-15:00 Behaviour change interventions that work(ed) (*Ève Dubé*)
- 15:00-15:30 Behaviour change interventions: The critical role of the health worker (*Lisa Menning*)
- 15:30-16:00** ***Afternoon snack & fruit***
- 16:00-16:30 Behaviour change interventions: Engaging with communities (*Sergiu Tomsa*)
- 16:30-17:00 Behaviour change interventions: Social media and polarization (*Walter Quattrociocchi*)
- 17:00-17:30 Discussion
- 17:30-17:45 Evaluation of the day (*Siff Nielsen*)
- 18:00-21:00** ***Dinner at the University of Erfurt***
- 19:00** ***Keynote Prof. Stephan Lewandowsky (Bristol):*** How to deal with fake news around vaccination

Thursday, 30 August (*Event location: University campus, building LG4*)

- 09:00-09:05 Introduction to the day (*Katrine Habersaat, Cornelia Betsch*)
- 09:05-09:45 Behaviour change interventions: intervention functions, activities and policy support (*Katrine Habersaat*)
- 09:45-12:00 Group work: Behaviour change intervention planning, ***including Coffee***
- 12:00-13:00 Lunch***
- 13:00-14:00 Monitoring and evaluation (*Cath Jackson*)
- 14:00-16:00 Group work: Monitoring and evaluation, sustainability and equity
- 16:00-17:00 Group work: Preparation of plenary presentation, ***including Afternoon snack & fruit***
- 17:00-17:15 Evaluation of the day (*Siff Nielsen*)
- 17:15 Social programme: experience the fascinating history of the City of Erfurt. Starts at the University, ends with dinner.***

Friday, 31 August (*Event location: University campus, building LG4*)

- 08:30-08:40 Introduction to the day (*Katrine Habersaat, Cornelia Betsch*)
- 08:40-10:40 Group presentations and discussion: strategies and interventions
for behaviour change
- 10:40-11:00 Evaluation of the summer school (*Siff Nielsen*)
- 11:00-11:30 Revisiting expectations and commitments (*Cornelia Betsch,*
Katrine Habersaat)

Closing, includes coffee