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Date: 29 April 2020

Ms Ekaterine Tikaradze
Minister
Ministry of Internally Displaced Persons from the
Occupied Territories, Labour, Health and Social
Affairs
144, Ak. Tsereteli Ave.
0119 Tbilisi
Georgia

Dear Madam,

WHO survey tool for behavioural insights during the COVID-19 pandemic

As we progress from the height of the coronavirus pandemic to the transition phase, I would like to draw your attention to a survey tool for population insights on COVID-19 that has been developed by the WHO Regional Office for Europe and described in *The Lancet* ([https://doi.org/10.1016/S0140-6736\(20\)30729-7](https://doi.org/10.1016/S0140-6736(20)30729-7)).

A poorly timed and managed transition can threaten the gains collectively achieved to date. The pandemic and its restrictions may have affected mental and physical well-being, social cohesion and economic stability, as well as individual and community resilience and trust. In this complex context, understanding how your population is responding allows:

- (1) anticipation of unwanted scenarios and initiation of mitigating measures; and
- (2) implementation of pandemic response measures that are better informed, situated, accepted and thus more effective.

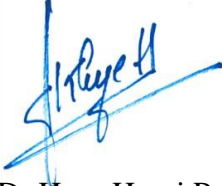
Population surveys can explore perceptions, acceptance of restrictions, mental and physical health, behaviours, information needs, misperceptions and more. This people-centred focus is critical for a successful pandemic transition.

Several countries in the WHO European Region have already started to use the WHO survey tool, and I would like to commend these efforts to take a people-centred and evidence-based approach to the current challenging circumstances.

The WHO tool provides detailed guidance on how to adapt the survey to your national context and on its planning and implementation. The new Insights unit at the Regional Office and our health emergency response team are available to provide support. Please contact Katrine Bach Habersaat (habersaatk@who.int) or Martha Scherzer (scherzerm@who.int), or refer to our website (in English: www.euro.who.int/en/coronavirus-bi; or in Russian: www.euro.who.int/ru/coronavirus-bi). An introduction to the tool is enclosed with this letter.

As more data become available, we will share results that may be helpful across national boundaries. We will also provide more guidance on how to leverage behavioural and cultural insights in the pandemic response, as well as further support and guidance in this field to Member States.

Yours very truly,



Dr Hans Henri P. Kluge
Regional Director

Encls:

Introduction to the survey tool

Copy for information to:

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