Terms of Reference

WHO Technical Advisory Group on Behavioural Insights and Sciences for Health 2022 - 2024

Behavioural sciences can be applied to a variety of issues, fields and types of interventions to increase their impact, and are being increasingly adopted in government agencies and international organizations to ensure effective and impactful policies and programmes. WHO is undertaking a transformation process aimed at promoting health, keeping the world safe and serving the vulnerable. As part of this process, WHO recognizes the need to explore and understand the many factors affecting human behaviours and practices for the success of health policies and programmes aimed at helping people and communities live healthier lives.

The Technical Advisory Group ("the TAG") will act as an advisory body to inform the WHO’s behavioural insights unit. The group will provide expert advice for: the systematic inclusion of behavioural sciences in its work across the three levels of the Organization; develop in-house capacity to provide technical assistance on incorporating behavioural sciences into national health policies and programme; the Behavioural Insights unit strategy for the 2022-2024 period.

I. Functions
In its capacity as an advisory body to WHO, the TAG shall have the following functions:

1. Advise WHO on how to adopt behavioural science perspectives to support WHO work and how to tackle priority areas for implementation within WHO and in Member States;

2. Make recommendations to WHO for the development of operational frameworks for the mainstreaming of behavioural sciences into WHO operations, particularly in the area of providing technical advice on national health policies and programme planning;

II. Composition

1. The TAG shall have up to 20 members, who shall serve in their personal capacities to represent the broad range of disciplines relevant to social and behavioural sciences. In the selection of the members, consideration will be given to attaining and ensure adequate technical distribution of expertise, as well as balanced geographical and gender representation.

2. Members of the TAG, including the Chairman, shall be selected and appointed by WHO following an open call for experts. The Chairman's functions include the following:
   - to chair the meeting of the TAG; and
   - to liaise with the WHO Secretariat between meetings.

   In appointing a Chairperson, consideration shall be given to gender and geographical representation.

3. Members of the TAG, including the Chairman, shall be appointed to serve for a period of two years. Their appointment and/or designation as Chairman may be terminated at any time by WHO if WHO’s interest so requires or as otherwise specified in these TORs or letters of appointment. Where a member’s appointment is terminated, WHO may decide to appoint a replacement member.

4. TAG members must respect the impartiality and independence required of WHO. In performing their work, TAG members may not seek or accept instructions from any Government or from any authority external to the Organization. They must be free of real, potential or apparent conflicts of

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1 This ToR cover the period 2022-2024 and will be reviewed and possibly updated in the future, as part of the continuous monitoring and enhancement.
interest. To this end, proposed members/members will be required to complete a declaration of interest form and their appointment, or continuation of their appointment, will be subject to the evaluation of completed forms by the WHO Secretariat, determining that their participation would not give rise to a real, potential or apparent conflict of interest.

5. Following a determination that a proposed member’s participation in the TAG would not give rise to a real, potential or apparent conflict of interest, the proposed member will be sent a letter inviting them to be a member of the TAG. Their appointment to the TAG is subject to WHO receiving the countersigned invitation letter and letter of agreement. Notwithstanding the requirement to complete the WHO declaration of interest form, TAG members have an ongoing obligation to inform the WHO of any interests real or perceived that may give rise to a real, potential or apparent conflict of interest.

6. As contemplated in paragraph II.4 above, WHO may, from time to time, request TAG members to complete a new declaration of interest form. This may be before a TAG meeting or any other TAG-related activity or engagement, as decided by WHO. Where WHO has made such a request, the TAG member’s participation in the TAG activity or engagement is subject to a determination that their participation would not give rise to a real, potential or apparent conflict of interest.

7. Where a TAG member is invited by WHO to travel to an in-person TAG meeting, WHO shall, subject to any conflict of interest determination as set out in paragraph II.6 above, issue a letter of appointment as a temporary adviser and accompanying memorandum of agreement (together ‘Temporary Adviser Letter’). WHO shall not authorize travel by a TAG member, until it receives a countersigned Temporary Adviser Letter.

8. TAG members do not receive any remuneration from the Organization for any work related to the TAG. However, when attending in-person meetings at the invitation of WHO, their travel cost and per diem shall be covered by WHO in accordance with the applicable WHO rules and policies.

III. Operation

1. The TAG shall normally meet at least once each year in a face to face meeting, with additional meetings being held on an as-needed basis as decided by the WHO Secretariat. These additional meetings may be face to face, virtual using telephone or video-conferencing, and will be aimed at completion of business identified at the face to face meeting.

TAG meetings may be held in open and/or closed session, as decided by the Chairperson in consultation with WHO.

   a. Open sessions: Open sessions shall be convened for the sole purpose of the exchange of non-confidential information and views, and may be attended by Observers (as defined in paragraph III.4 below).

   b. Closed sessions: The sessions dealing with the formulation of recommendations and/or advice to WHO shall be restricted to the members of the TAG and essential WHO Secretariat staff.

2. The quorum for TAG meetings shall be two thirds of the members.

3. WHO may, at its sole discretion, invite external individuals from time to time to attend the open sessions of an advisory group, or parts thereof, as “observers”. Observers may be invited either in their personal capacity, or as representatives from a governmental institution / intergovernmental organization, or from a non-state actor. WHO will request observers invited in their personal capacity to complete a confidentiality undertaking and a declaration of interests form prior to attending a session of the advisory group. Invitations to observers attending as representatives
from non-state actors will be subject to internal due diligence and conflict of interest considerations in accordance with FENSA. Observers invited as representatives may also be requested to complete a confidentiality undertaking. Observers shall normally attend meetings of the TAG at their own expense and be responsible for making all arrangements in that regard.

At the invitation of the Chairperson, observers may be asked to present their personal views and/or the policies of their organization. Observers will not participate in the process of adopting recommendations of the AG.

4. The TAG may decide to establish smaller working groups (sub-groups of the TAG) to work on specific issues. Their deliberations will take place via teleconference or video-conference. For these sub-groups, no quorum requirement will apply, as the outcome of their deliberations will be submitted to the full TAG for review at one of its meetings.

5. Members are expected to attend meetings. If a member misses two consecutive meetings, WHO may end his/her appointment as a member of the TAG. WHO may decide to appoint a member in replacement of that member.

6. Reports of each meeting will be submitted by the TAG to WHO. All recommendations from the TAG are advisory to WHO, which retains full control over any subsequent decisions or actions regarding any proposals, policy issues or other matters considered by the TAG. WHO also retains full control over the publication of the reports of the TAG, including whether or not to publish them.

7. The TAG will normally make recommendations by consensus. If, in exceptional circumstances, a consensus on a particular issue cannot be reached, minority opinions will be reflected in the meeting report.

8. TAG members invited by WHO may, in advance of TAG meetings, be requested to review meeting documentation and to provide their views for consideration by the TAG.

9. WHO shall determine the modes of communication by the AG, including between WHO and the AG members, and the AG members among themselves. TAG meetings will be conducted in the English language.

10. TAG members shall not purport to speak on behalf of, or represent, the TAG or WHO to any third party.

IV. Secretariat

WHO shall provide the secretariat for the TAG, including any necessary scientific, technical, administrative and other support. In this regard, the WHO Secretariat shall provide the members in advance of each meeting with the agenda, working documents and discussion papers. Distribution of the aforesaid documents to observers will be dependent on their nature and will be determined by the WHO Secretariat.

V. Information and documentation

1. Information and documentation to which members may gain access in performing TAG related activities will be considered as confidential and proprietary to WHO and/or parties collaborating with WHO. In addition, by counter signing the letter of appointment and the accompanying terms and conditions referred to in section II(5) above, AG members undertake to abide by the confidentiality obligations contained therein and also confirm that any and all rights in the work performed by them in connection with, or as a result of their AG-related activities shall be exclusively vested in WHO.
2. TAG members and observers shall not quote from, circulation or use TAG documents for any purpose other than in a manner consistent with their responsibilities under these Terms of Reference.

3. WHO retains full control over the publication of the reports of the TAG, including deciding whether or not to publish them.