



Lost in Translation: How Cultural Contexts of Health Shape Knowledge Translation Processes

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Featuring experts incl. Soumya Swaminathan, Helen Clark and Trisha Greenhalgh

Health Evidence Network (HEN) synthesis report launch event

Public Webinar on 18 November 2022, 13:00 to 14:00 CET

WHO Regional Office for Europe in collaboration with the WHO Science Division will be launching a [Health Evidence Network \(HEN\) synthesis report](#) which examines the ways in which cultural contexts influence knowledge translation (KT) processes for health decision-making.

Knowledge Translation (KT) is the exchange, synthesis, and effective communication of reliable and relevant research results, in order to make real-life interventions more effective. KT takes place within cultural contexts that can powerfully frame what the policy problems are and what type of research is accepted. While some KT models and frameworks include local context as a factor, they rarely acknowledge the complex understandings of culture that are critical to ensuring effective and relevant knowledge production, communication, translation and use.

The report uses key examples to illustrate these relationships, including: the acceptance of wearing face masks across cultures during the COVID-19 pandemic, the influence of cultural contexts on KT and evidence-informed decision-making arising from the Black Lives Matter movement, and the importance of understanding that KT involves translations between different meaning systems as illustrated by a discussion of KT in relation to Indigenous cultures.

This report contributes to the work of WHO Europe's flagship initiative, the Behavioural and Cultural Insights Unit, which aims to promote healthier behaviours by investing in behavioural and cultural insights. It also contributes to WHO's Evidence Informed Policy Network, which aims to coordinate policymakers and researchers in order to improve public health.

At this event, authors will present findings from the publication and experts and key stakeholders will reflect on the report's implications for the wider KT evidence base and national policy-making contexts. The draft programme is set out on the following page.

Register [here](#).



Welcome and agenda

Tanja Kuchenmüller, Unit Head, Evidence to Policy and Impact, Research for Health, Science Division, WHO

Official welcome note

Soumya Swaminathan, Chief Scientist, Science Division, WHO

Presentation of report findings

Trisha Greenhalgh, Professor of Primary Care Research, University of Oxford

Eivind Engebretsen, Professor of interdisciplinary health science University of Oslo; Vice-Dean, Postgraduate Studies at the Faculty of Medicine; Founding Executive Chair of Centre for Sustainable Healthcare Education

Country reflections about the report's considerations

Evidence-informed policy network (EVIPNet) country focal points for Brazil, Cameroon, Indonesia and Slovenia

Panel reflections about the practical application of report's findings

Helen Clark, Former Prime Minister of New Zealand

Maureen Dobbins, Professor at School of Nursing; Scientific Director, National Collaborating Centre for Methods and Tools; McMaster University

Roland Bal, Professor at the Erasmus School of Health Policy & Management

Raglan Maddox, Fellow, National Centre for Aboriginal and Torres Strait Islander Wellbeing Research, National Centre for Epidemiology and Public Health, Australian National University

Moderated discussion with HEN authors and panel

Nils Fietje, Technical Officer Behavioral and Cultural Insights, WHO EURO

Marge Reinap, Technical Officer, Health Policy Development and Implementation, WHO EURO

Closing reflections and remarks

Nils Fietje, Technical Officer Behavioral and Cultural Insights, WHO EURO