



**Pandemic fatigue – reinvigorating the
public to prevent COVID-19**
Online meeting
5 October 2020, 9:30–11:00 CEST

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23 September 2020
Original: English

Scope and purpose

A high-level virtual meeting will be organized for Member States of the WHO European Region by the WHO Regional Office for Europe.

The purpose of the meeting is to discuss pandemic fatigue and ways to reinvigorate the public to prevent a further rise in COVID-19 cases. Despite generally high adherence and support to pandemic response strategies in populations across the Region, Member States are reporting increasing levels of pandemic fatigue in their citizens. In response to a request for guidance in this area, the Regional Office is convening a high-level meeting to launch a framework with policy considerations to counter pandemic fatigue, reinvigorate public support and maintain protection behaviours.

Meeting objectives

The overall objective of the meeting is to strengthen national and subnational policies, interventions and communications that aim to maintain and increase public adherence to protection behaviours and support for pandemic restrictions. The specific objectives of the meeting are to:

- describe pandemic fatigue, how it manifests and why it occurs;
- present a WHO framework and considerations on reinvigorating public support;
- share lessons learned between countries; and
- share case examples between countries of effective ways to counter pandemic fatigue.

Time and place

The meeting will take place virtually on Monday, 5 October 2020 at 9:30–11:00 CEST. Participants will be invited to attend through secured access to Zoom videoconferencing. The link and other instructions for accessing the meeting will be sent prior to the start of the session. The working language will be English, and simultaneous interpretation into Russian will be provided.

Participants

The meeting is organized for the European Region's chief medical officers and director-generals of health. It will also be attended by subject experts in behavioural and cultural insights, and representatives from the United Nations Children's Fund, the Organisation for Economic Co-operation and Development, the European Centre for Disease Prevention and Control, the European Commission, and technical officers in relevant fields from the Regional Office.

Outcomes

Expected outcomes of the meeting include agreed strategies, principles and best practices for countering pandemic fatigue and reigniting public support.

Contact

For queries relating to the meeting, please write to euinsights@who.int.

