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Date: 25 September 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,

Pandemic fatigue: reinvigorating the public to prevent COVID-19

I would like to invite you to participate in a virtual meeting on Monday, 5 October (9:30–11:00 CEST) to discuss the important topic of **pandemic fatigue and ways to reinvigorate the public to prevent COVID-19**.

This high-level virtual meeting is being convened to facilitate an exchange of views among Member States on the emerging challenge of pandemic fatigue amongst the public and the mitigation measures that can be put in place to counter it. The WHO Regional Office for Europe will also be presenting a draft policy framework to guide the discussion.

As with previous meetings in this format, we will invite several Member States to share their experiences. We will also be joined by colleagues from WHO headquarters, subject experts and colleagues from the European Commission, the United Nations Children's Fund (UNICEF), the European Centre for Disease Prevention and Control (ECDC) and the Organisation for Economic Co-operation and Development (OECD) to ensure a broad overview of key considerations and perspectives on the topic.

The virtual meeting will be held in English, and Russian interpretation will be provided. Please find the background documents for the meeting attached.

I would appreciate if you could share this invitation with your country's chief medical officers, director-generals of health, and whomever you deem appropriate and interested in the topic. Please notify us of your participation by writing to euinsights@who.int.

Additional information and connection details will be provided to all registered participants in advance of the meeting.

I remain grateful for your continued support throughout this pandemic.

Yours very truly,

Dr Hans Henri P. Kluge
Regional Director



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Encls:

Scope and Purpose

Agenda

Copy for information to:

Ms Tamar Gabunia, First Deputy Minister, National Counterpart, Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs, 144, Ak. Tsereteli Ave., 0119 Tbilisi, Georgia

H.E. Mr Alexander Maisuradze, Permanent Representative, Permanent Mission of Georgia to the United Nations Office and other international organizations in Geneva, Rue Richard-Wagner 1, CH-1202 Genève, Switzerland

H.E. Mr Gigi Gigiadze, Ambassador Extraordinary and Plenipotentiary, Embassy of Georgia, Kalvebod Brygge 45, 1560 Copenhagen, Denmark

Ms Sabine Machl, United Nations Resident Coordinator, UN Development Coordination Office, UN House, 9 Eristavi St., 0179 Tbilisi, Georgia

Dr Silviu Domente, WHO Representative and Head of WHO Office, WHO Country Office, Georgia, 81 Barnov Street, Mailing address: UN House, 9 Eristavi street, 0179 Tbilisi, Georgia



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

/2

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.



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

/3

23 September 2020
Original: English

Provisional agenda

1. Welcome by the WHO Regional Director for Europe
2. State of the evidence: what is pandemic fatigue and how does it manifest during the COVID-19 pandemic?
3. Introduction to the WHO framework on reinvigorating the public to prevent COVID-19: policy considerations for Member States in the WHO European Region
4. Discussion
5. Concluding remarks