

Name: Tuukka Tammi

(he/him)

Country: Finland

Affiliation: Finnish Institute for Health and Welfare

Function: Lead Expert

Main expertise (1-2 lines): Tuukka Tammi, a Finnish sociologist, serves as a Lead Expert at the Finnish Institute for Health and Welfare (THL) within the Cultural, Behavioural, and Media Insights Centre (CUBE). His research spans a broad range of topics, including policy analysis, health systems, particularly in the areas of drugs and addictions, as well as communication and foresight. He also holds the title of Docent at both the University of Helsinki and Tampere University.





Cultural,
Behavioral and
Media Insights
Centre
CUBE

**Käyttäytymisen ja
viestinnän
osaamiskeskus
CUBE**

Tuukka Tammi
3.12.2024



01

Background



- 2016-> Vaccine acceptance and health security-related issues: projects, studies, partnerships and to support the National Immunisation Programme, and health security communication and policy activities.
- Covid-19 pandemic & infodemic -> Monitoring perceptions, attitudes, knowledge, behaviour etc. to support, measures, policies, strategies & communications design.

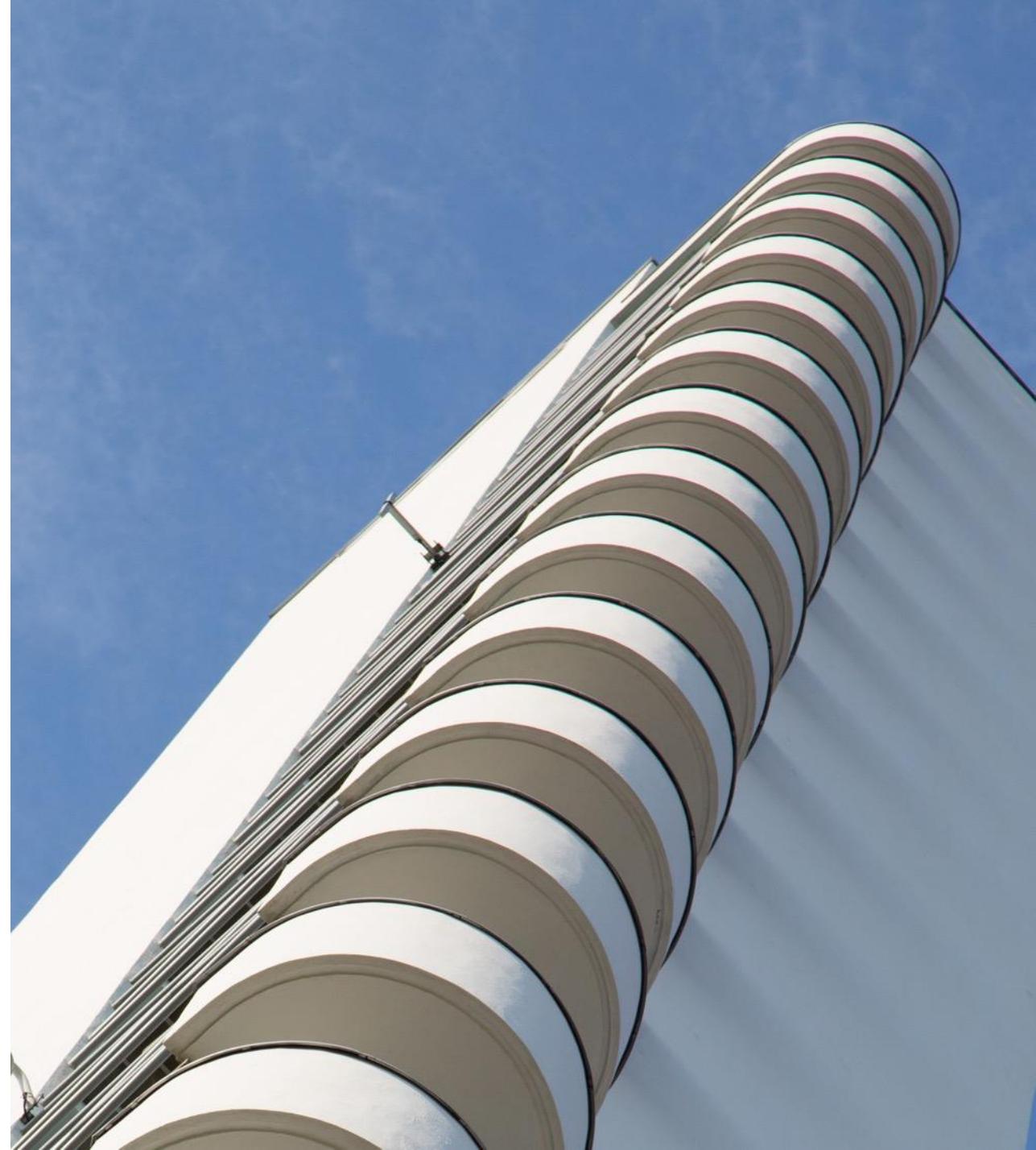


Establishment of the CUBE Centre

- THL Management Decision (2021): Creation of a Behavioral Insights Centre as a horizontal function across THL.
- CUBE Launch (January 2022):
 - Official Name: Cultural, Behavioural, and Media Insights Centre (CUBE)
 - Part of the Communications and Influencing Unit at THL.
 - Focus: Promoting public health and utilizing research-based data innovatively.
 - Additional Information:
 - [THL CUBE Website](#)



3.12.2024



Behavioural and cultural insights (WHO Europe)

”Behavioural and cultural insights (BCI) involves understanding the factors that affect health behaviours and practices and using these insights to inform more effective health policy, health services and health promotion.”

”These barriers and drivers relate to a broad spectrum of factors, including individual capability and motivation, cultural and social practices, social support and norms, as well as historical, structural and political conditions.”



WHO resolutions

- **Resolution and action framework** on behavioural and cultural insights (BCI) adopted by 53 WHO Member States at Tel Aviv meeting in September 2022
- The World Health Assembly: Member States adopted the **Behavioural sciences for better health resolution** in May 2023



New global resolution calls for establishment of behavioural science units or teams

20 June 2023 | News release | Reading time: 1 min (327 words)

The first ever global resolution on behavioural sciences for health is a reality. This milestone agreement highlights the importance of behavioural sciences in understanding the factors that affect healthy behaviours and in tackling key public health challenges. Adopted by the Seventy-sixth World Health Assembly on 29 May 2023, it aligns closely with the WHO European regional resolution on behavioural and cultural insights (BCI) for health from 2022.

Importance of establishing BCI structures and capacity

Both resolutions require sustainable human and financial resources for behavioural science in public health. They also call for establishing functions or units to undertake this work in a systematic way. Many Member States have already set up such structures or expressed interest in doing so.



<https://www.who.int/europe/publications/i/item/EUR-RC72-BG-1>
<https://www.who.int/news/item/29-05-2023-seventy-sixth-world-health-assembly---daily-update--29-may-2023>



02

CUBE staff



CUBE team and affiliates



Tuukka Tammi

Lead Expert



Vuokko Härmä

Senior Researcher



Minttu Tikka

Research Manager



Minttu Palsola

Senior Researcher



Aapo Kuusipalo

Researcher (50/50%
with University of
Eastern Finland)

Affiliated researchers within THL:

Jokke Häsä, Data Scientist; **Kristiina Janhonen**, Senior Researcher; **Idil Hussein**,
Researcher; **Laura Kihlström**, Senior Researcher; and **Ali Unlu**, Visiting Researcher
(University of Virginia).





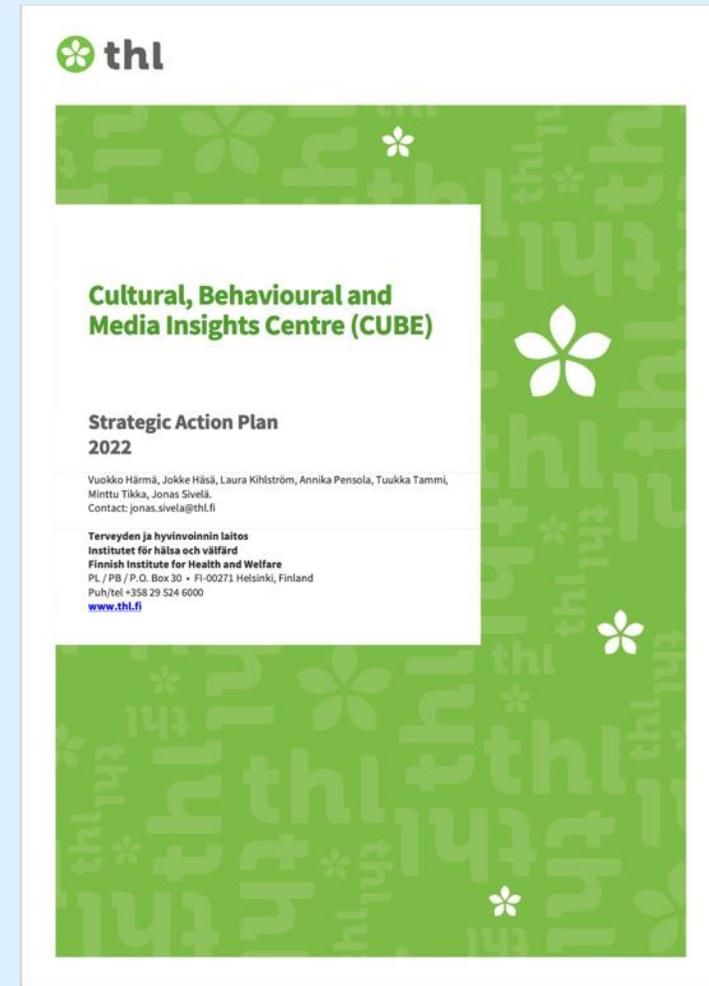
03

CUBE's
pillars &
operating
model



Strategic action plan for CUBE

- Strengthen research-based knowledge and activities on behavioural, cultural, communications and policy related health topics
- Use this knowledge for developing activities and practices for public health and welfare, in order to make them more effective and sustainable
- Work horizontally supporting THL activities in general
- Collaborate widely both internationally and nationally
- *Developed in close collaboration with the CUBE Advisory Board and with support of the Behavioural and Cultural Insights for Health Unit at WHO Europe*



https://www.julkari.fi/bitstream/handle/10024/146387/CUBE_Strategic_Action_Plan_FINAL_2022.pdf?sequence=1&isAllowed=y

Four pillars of CUBE

01

Communications and media insights

How to encounter contemporary communication and media challenges, such as mis- and disinformation, polarisation, alarmism?

02

Behavioural insights

How do we promote healthy behaviour and healthy lifestyle choices by increasing knowledge about systematic tendencies of behaviour

03

Cultural insights

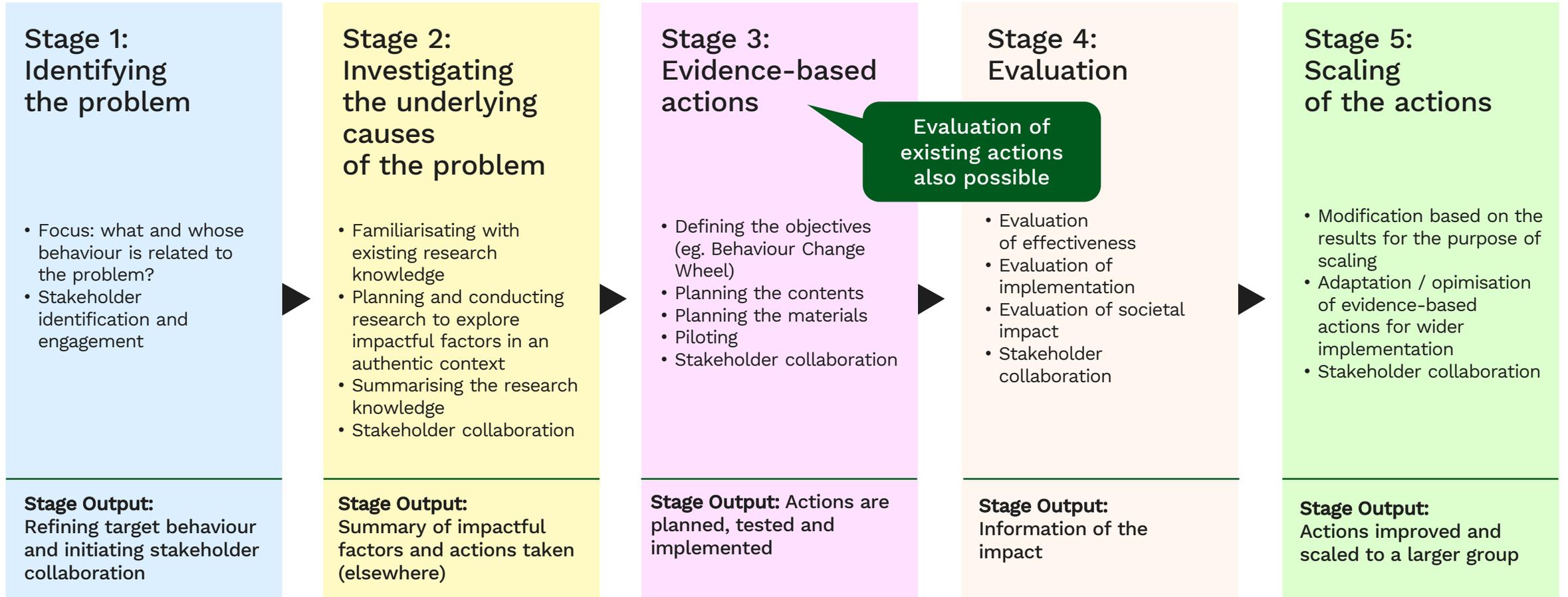
How does peoples' perceptions and attitudes function and affect health, and how can we improve health outcomes by being aware of them?

04

Policy insights

How does policy and decision-making affect the possibilities to strengthen health promotion and public health activities?

Conceptualization of the CUBE operating model





04

CUBE
projects and
research
activities (old
and new)



[JAMRAI 2](#) Joint Action on Antimicrobial Resistance (2024-27)

[Crisis Narratives](#) insights on (social media) narratives of crisis supporting preparedness and response (2020-2024)

[Climate Nudge](#) creates, develops and tests nudges to reduce GHG emission from traffic and to fortify carbon sinks in forests

[VAX-TRUST](#) explores vaccine hesitancy as a societal phenomenon and helps healthcare professionals to deal with it in Europe

[EU Joint Action on Vaccination](#) tools for strengthening national responses to vaccination challenges

[HeathClim](#) knowledge about effects of heat and high temperature on human health in northern areas, as well as on cost-effective and socially acceptable solutions to adapt to the changing climate.

[HPV vaccination](#) explored communication strategies to increase the uptake of the HPV vaccine among boys aged 15-18 years



12/03/2024



**BUILDING A
ONE HEALTH
WORLD** 
to reduce Antimicrobial Resistance (AMR)

Female genital mutilation (FGM) explores ways to strengthen the possibilities for interventions within the service path

Information Wellbeing (2024-25) explores the relationship between digital information and well-being, as well as how it is linked to democracy, citizen agency and equality.

Starting:

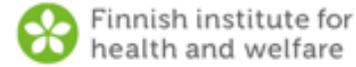
Street violence taking part in the evaluation of effective preventive measures (2025-26)

Avian flu vaccination hesitancy study among fur farmers

Joint action on cancers caused by infections, vaccine-preventable cancers and addressing communicable diseases (HIV/AIDS, TB, Hepatitis) (2025-2028)



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Finnish institute for
health and welfare



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David Carranza
Timothée Dub
Jonas Sivelä

DISCUSSION PAPER

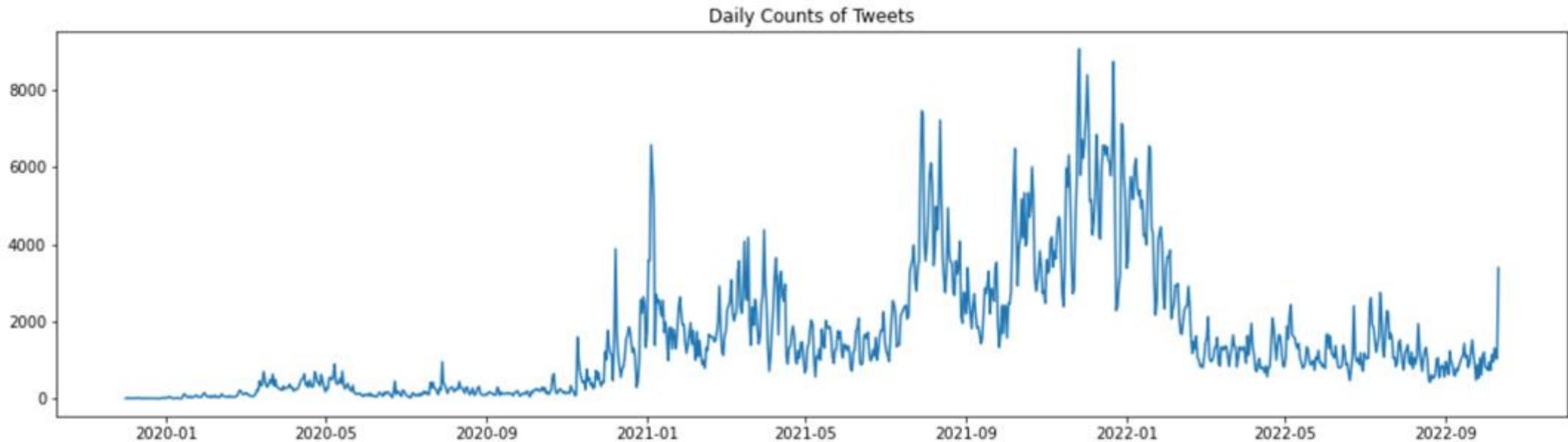
Vaccine hesitancy and uptake From research and practices to implementation

EU Joint Action on Vaccination Work Package 8 Final Report

This European Joint Action on Vaccination (JAV No801495) was funded by the European Union's Health Programme (2014–2020)

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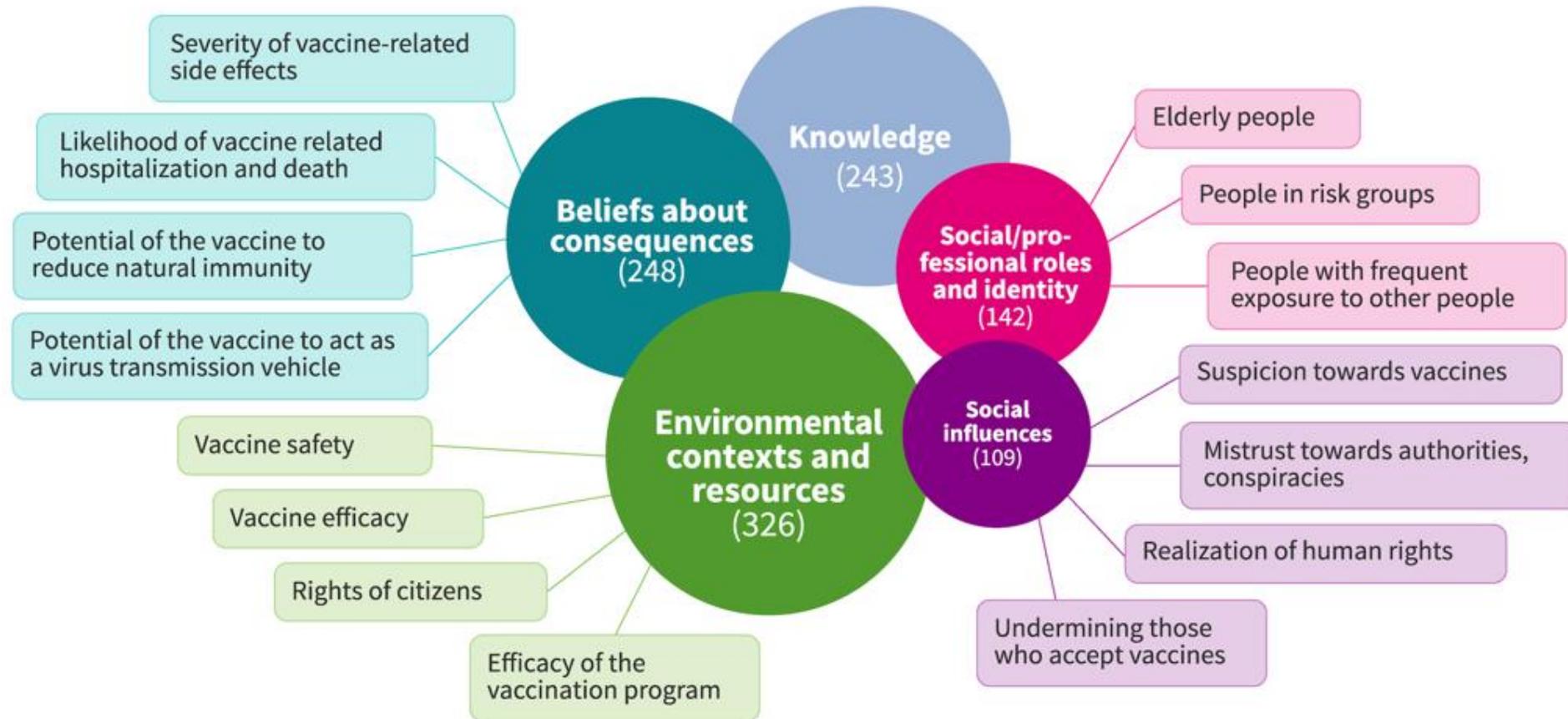


Malicious bots and misinformation about COVID-19 vaccination



- Collected 1.7 million tweets written in Finnish between 01.12.2019 – 01.10.2022
- Research questions
 - What impact do Twitter bots have on Twitter discussions?
 - What topics of misinformation have been discussed in Finland?
 - How did misinformation networks emerge? Who started the discussion, how did it spread, and how much was prevented?

Crisis Narratives, Identifying factors influencing COVID-19 vaccine uptake in Finland – A qualitative study using social media data



Next steps

- Continue developing CUBE according to the Strategic Action Plan
- Strengthen internal and external collaboration
- Increase CUBE's visibility internally and externally
- Secure core funding
- Increase external funding
- Strengthen human resources and competence



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Thanks

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