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**CONFERENCE**

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Wednesday, 25<sup>th</sup> February 2026**PREVENTIVE HEALTH CARE – FROM RESEARCH TO ACTION**

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**SHORT CV**

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Photo: Enver Hirsch

**CORNELIA BETSCH****DIRECTOR OF THE INSTITUTE FOR PLANETARY HEALTH BEHAVIOUR, UNIVERSITY OF ERFURT |  
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Cornelia Betsch is Director of the Institute for Planetary Health Behaviour and Professor of Health Communication at the University of Erfurt, and leads the Health Communication Working Group at the Bernhard Nocht Institute for Tropical Medicine in Hamburg. Her research focuses on health and planetary health behaviours, including climate action, antibiotic use, and vaccination behaviour. She initiated the COVID-19 Snapshot Monitoring (COSMO) and Planetary Health Action Survey (PACE). In 2017, she launched Germany's first master's program in health communication. She received the German Psychology Prize and Thuringian Research Prize, serves on the German Ethics Council, and established the WHO Collaborating Center for Behavioural Research (BRIGHT) in Global Health, where she and her team support the WHO in improving global health through social and behavioural science insights.