

## **BEHAVIOR CHANGE COMMUNICATION PLANNING**

***14-24 January 2014***

### ***Rationale***

Knowledge, attitudes and skills learned do not automatically ensure practice. Turning knowledge into behavior is crucial in the prevention of health, social and economic problems. This two-week intensive course is designed to provide insights on current knowledge, attitudes and best practice on the components of behavior change communication: theories, formative research, materials development, program design and management to enhance the capability of program designers and implementers of behavior change communication programs. Activities are highly participatory in both in-house sessions and field trips.

### ***Objectives***

1. Differentiate and relate the components of IEC;
2. Share experiences in one's home country relevant to behavior change communication as an effective approach to the prevention and control of social and health problems;
3. Explain the theories of behavior modification and identify factors that facilitate or impede behavior change;
4. Explore and discuss behavior change communication strategies applicable to given situations;
5. Design a program in behavior change communication; and,
6. Present a draft plan with workable strategies and management plans.

### ***Participants***

This practical and output-oriented program is intended for program managers, communication and training officers, teachers, community leaders/advisers, counselors and anyone committed to the prevention and control of problems related to individual and collective health or social risk behaviors.

### ***Workshop Content***

- Overview of IEC
- Behavior Change Communication Theories
- Stages in the Behavior Change Continuum
- Behavior Change Communication Strategies
  - Perceptions and Values Clarification
  - Counseling
  - Advocacy
- Program Design and Planning
- Problem Analysis
- Situation and Stakeholders Analysis
- Audience Analysis - Qualitative and Quantitative
- Statement of Objectives
- Communication with Enabling Environment Approaches

- Messages and Materials Development Process
- Planning for Program Implementation and Management
- Planning for Monitoring and Evaluation

Field trips to relevant projects and agencies are interspersed within the workshop modules.

## **Venue**

International Center for Development Communication  
7<sup>th</sup> Floor of the KU Convention Center  
Extension and Training Office  
Kasetsart University  
Bangkok, Thailand

## **Costs**

The workshop fee is US\$1500 which is inclusive of workshop materials, transportation during field trips and morning and afternoon snacks. Participants are expected to pay for their own airfare, board and lodging costs. Accommodation in campus is available to ICDC participants upon request for reservation.

## **Certificate**

Participants who satisfactorily complete all the workshop activities and assignments will receive a Workshop Participation Certificate awarded by Kasetsart University.

## **Next Courses**

- **Results-based Project/Program Management, 8-18 October 2013**
- **Participatory Monitoring and Evaluation, 12-22 November 2013**
- **Advanced Office Productivity Management, 11-21 February 2014**
- **Development & Management of Fund Raising, 12-19 February 2014**

For a copy of Application Form, download from website. [www.icdc.eto.ku.ac.th](http://www.icdc.eto.ku.ac.th)

**Deadline of application:** 3 December 2013. ICDC reserves the **right to cancel** the program not later than 24 December 2013 if the minimum group size has not been reached.