



International Center for Development Communication

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Announces a Course on

IEC MESSAGES and MATERIALS DEVELOPMENT 19-29 August 2014

Course Description & Objectives

This 2-week course in IEC Messages and Materials Development is one of the regular courses offered by ICDC. Information, education and communication (IEC) is the core strategy towards behavior change. This course was designed as a response to the need to assist development communication workers to understand the complex dynamics of IEC as applied to efforts in behavior change for development in various sectors. It is intended to provide functional concepts and hands-on approaches for development communication planners, managers, trainers and educators to be able to design effective, targeted communication and instructional messages and media.

This intensive course is intended to provide functional skills for participants to be able to manage IEC materials development programs. They are, therefore, guided through the process of designing and planning for materials development, with emphasis on developing appropriate communication and instructional messages, materials and media for targeted audiences. At the end of the workshop, participants will be able to enhance their competencies in planning for production and use of audio-visual and print materials for information, education and communication programs aimed at behavior change.

Specifically, participants should be able to:

1. differentiate development communication from other types of communication.
2. design and use a tool for audience research.
3. state objectives based on identified audience needs.
4. design messages, and select appropriate channels and media based on results of audience research
5. produce samples of IEC materials.
6. pre-test sample materials produced.
7. plan for monitoring and evaluation.
8. develop and discuss an action plan for the use of IEC materials in development programs or projects..

Costs

- The course fee is US\$1600 per participant, which includes tuition, program materials, morning and afternoon snacks, and field trip transportation.
- Not included in the fee are: airfare, accommodation, meals, insurance and personal expenses.

FOR MORE INFORMATION

Please contact

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Upcoming Courses:

Study Tour on HIV/AIDS Policy, 12-19 June 2014

Gender and Development, 16-26 September 2014

Results-Based Projects/Program Management, 7-17 October 2014

Tailored courses to meet specific needs can also be arranged.

Deadline of application: 15 July 2014. ICDC reserves the right to cancel the program not later than 30 July 2014 if the minimum group size has not been reached.