

## Workshop Series 2018 – 19

### Effective Behaviour Change Communication Strategies in Public Health

Nov 19 – 22, 2018

Last date of registration: Nov 5, 2018

Course Director: **Prof. Sanjay Zodpey, Director**

Course Coordinator: **Dr. Rajesh Nair, Associate Professor**



### Training Venue:

**Indian Institute of Public Health- Delhi**

Public Health Foundation of India

Plot 47, Sector 44, Institutional area, Near HUDA City Centre metro station, Gurugram-122002, Haryana, India

### Key Contact person:

**Ms. Tanuja Bhandari**, Assistant Manager – Program (Trainings)

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### About the workshop

The objective of this workshop is to enhance the health communication skills of those who work in the area of Behaviour Change Communication (BCC), Development Communication, Advocacy and other allied fields to strategically utilize key tools of BCC, advocacy and media engagement so as to support the achievement of key milestones as part of the health response. Supporting communities in enhancing health-seeking behaviours and facilitating the decision-making people need to do in order to be or become healthy, keeping people informed on important public health issues and basic health care services, counselling for behaviour change and awareness and knowledge-building on key national health programs would be addressed through the workshop. Using participatory, adult-learning techniques and a specially designed training manual, the trainer will focus on providing hands-on health communication skills within the larger context of national health programs and global perspectives.

### Registration Fee

**Indian National:** 8000 INR per participant

**Foreign National:** 16000 INR per participant

The registration fee includes course kit, lunch and snacks. Please note that the participants will have to bear their own travel, boarding and lodging expenses. However, the organizers will be able to provide a list of hotels or guesthouses nearby the institute upon request.

### How to apply?

Interested participants may email their completed registration form at [trainings@iiphd.org](mailto:trainings@iiphd.org) and submit the fee by E-transfer or by Demand Draft in favor of "Public Health Foundation of India" payable Delhi and dispatch to the key contact person. **Bank details for E-transfer will be shared upon request. We do not accept cash.**

**International participants** are requested to submit the fee **only by E-transfer.**

### Contents

- The Fundamentals of Health Communication and Behaviour Change
- Creating Impact through Strategic and planned Health Literacy Programs (including Impact Evaluation)
- Communities and Communication: Assessments, Participation, Ownership, Grass- roots Communication
- The Health Communication Toolbox (Ways to Tell the Story and Communicating for Impact)

### About the faculty

Dr. Rajesh Nair, Associate Professor, IIPH-Delhi is the Course coordinator of proposed training program. The training will be lead by the faculty members at IIPH-Delhi having wide range of training and experiences of working in Public health practice, Development sector, Health Communication, Program Management etc. Strong multidisciplinary team of faculty representing various public health disciplines will cover important technical details of Operations Research and enrich the training.

### Who should attend?

This workshop is suitable for development and public health professionals involved in designing and managing behaviour change initiatives within government programs or through civil society and private initiatives. It is expected to be beneficial for District Media Experts, IEC (Information-Education-Communication) Officers, mid-level Health and Population Officers, National Program Managers, District Health Officials, Medical Officers, State Program Managers, and other such personnel charged with the responsibility of rolling out and implementing health awareness, education and promotion activities at district/state/national/regional levels. It would also be suitable for staff of non-governmental organisations handling BCC efforts in the community, or managers of civil society programs with strong BCC components.