

Workshop on Communication for Development & Social Norms for SBCC Lead Trainers

Dr Amar Nidhi and Sudha Nair from New Concept's resource pool of SBCC-Tarang Lead Trainers (LTs) participated in the C4D Learning Programme held in Hyderabad from 31 July to 12 August 2016. A subsequent two-day workshop was held on 2-3 November 2016 in New Delhi to transfer the key learnings to the rest of the SBCC LT team.



The group looked at the inter-linkages between the key conceptual frameworks and C4D planning models, and how they could be employed to address both individual behaviours as well as collective social practices. The sessions covered and linked the importance of rigorous desk review, formative research (both qualitative and quantitative) and participatory research tools, and how they guide in effectively planning and designing an SBCC strategy.

Media representations and communication for child and human rights, with a focus on inclusion and equity, were also shared. The session emphasised how disability is increasingly being included in communication materials, with focus on dignity, rights and capabilities.

A key component of the workshop looked at the Entertainment-Education (EE) approach and the audio-visual tools developed by UNICEF, India. The last sessions delved into monitoring and evaluation of C4D interventions, with emphasis on the Theory of Change. The focus here was on discussing the inputs, outputs, outcomes and impact and the need for defining communication and behavioural objectives in a communication strategy.

The two-day sharing workshop was followed by a half-day interaction on 3 November 2016, on understanding social and gender norms, with Lead Trainers of New Concept and eNVisions, which was facilitated by the UNICEF India C4D team. The facilitators led by Mario Mosquera Vasquez and Alka Malhotra presented social norms as a diagnostic tool and discussed different ways for its application in the Indian context. Various groups presented situations from their trainings and tried to diagnose them under normative/empirical expectations and descriptive/social norms. There was general consensus among all participants that it is important to talk about social norms during training situations.

Training on SBCC for Block-Level Coordinators of Pathfinder India

Pathfinder India is building capacities of front-line workers in Haryana on reproductive rights of women and also use of family planning methods in four districts – Mewat, Palwal, Faridabad and Rewari. The programme, called Project Salamati, covers 50 PHCs and extends upwards to district hospitals through 12 block coordinators and two district coordinators.



Pathfinder organised a training programme for block- and district-level coordinators and programme staff on Social and Behaviour Change Communication (SBCC) in Faridabad during 8-11 November 2016. The training was conducted by two SBCC lead trainers from New Concept, namely Dr. Amar Nidhi and Kamal Kishore Singh. Fifteen Block Project Coordinators (BPCs) participated in the sessions.

The objectives of the training were to orient the block and district coordinators on concepts of SBCC; to understand the importance of effective communication and counselling for behaviour change; and to build facilitation and supportive supervision skills of the coordinators to become effective communicators.

The four-day training consisted of theoretical and hands-on sessions, which used role play and mock sessions, aided by hand-outs and job aids. These were designed to be used subsequently in the field to orient and enable the front-line workers to communicate better in the course of their work.

The training adopted a mix of content deliberations by facilitators, which were aided by presentations and training aids, group activities for case studies, and situational analysis and activities. This helped make the session interesting and instructive at the same time. The course content was customised to the needs of the participants working in the field of reproductive health and family planning.

The course content included interpersonal communication, creating a positive learning environment, principles of adult learning, art of facilitation, behaviour-change process, creating a supportive environment, qualities of a good communicator, and effective use of communication materials.

“The session on Social and Behaviour Change Communication was very refreshing. The doll and pulley activity was interesting and got us all thinking about how we can make a difference with effective communication.

Abhishek Singh, BPC, Palwal district”

“All our participants proactively participated in all the sessions. It was good to see them involved.

Dr Janki Borkar, Senior Technical Advisor”