

Orientation on Social and Behaviour Change Communication (SBCC) for Programme Managers

An “Orientation on Social and Behaviour Change Communication (SBCC) for Programme Managers” was held in Delhi on Saturday, 3 September 2016. Programme managers, communication officers, team leaders, practitioners of behaviour change communication from six organisations - FHI360, Mott MacDonald, Pathfinder International, PATH, Sambodhi Research and Communications, WaterAid and New Concept.

The content of the workshop was based on the TARANG Module developed by UNICEF and endorsed by Ministry of Health & Family Welfare, which was customised to the needs of the participants based on their organisation and individual profiles.



This appreciation course covered content on *Theories of Development Communication, Changing Paradigms in Development Communication covering Evolution from IEC-BCC-SBCC and Socio Ecological Model (SEM)*. The SEM was elaborated using the communication strategy developed and adopted by UNICEF for Mission Indradhanush; Stages of Behaviour Change Communication; and Communication planning models and analysis tools elaborating how theory and research inform practice. Giving primacy to engagement of participants in the course of conducting the workshop, the trainers adopted appropriately designed job aids and tools.

The orientation workshop has set the ball rolling for further expansion of the initiative. New Concept will be organising a series of such orientation courses as well as more intense and customised training tailored to specific project, programme and organisation needs.

For more information write to sbcc@newconceptinfosys.com.

UNICEF – Ohio-Hyderabad University C4D Course, Hyderabad, India

(August 2016)



UNICEF has partnership with Ohio University for a five month blended-learning course on Communication for Development (C4D). The course consists of three online modules and one face-to-face workshop. The workshop brought UNICEF staff members from all over the world to Hyderabad for two weeks of intensive learning, where, among other things, C4D concepts are applied in practice when UNICEF staff members work with community-based organisations to design communication strategies. The 7th cohort’s face-to-face workshop was held from 31st July to 12th August 2016 in Hyderabad, India in collaboration with University of Hyderabad. Two

Lead Trainers from New Concept had the opportunity to participate in the workshop. This 7th cohort workshop had 56 participants from nearly 25 countries.

At the end of the workshop eight communication strategies were finalised and presented to eight different NGOs on issues such as WASH, child labour, school health programme, domestic violence, leprosy, issues related to hearing impaired children and child and youth participation.