

# Two-Day Certificate Course on Social & Behaviour Change Communication (SBCC)

29-30 August 2017, New Delhi



Course based on **Tarang SBCC Training package** conceptualised and guided by a core team from **UNICEF India**.

Course developed by a team of experienced consultants, experts from **New Concept Information Systems** and inputs from the **Ministry of Health and Family Welfare (MoHFW)**.

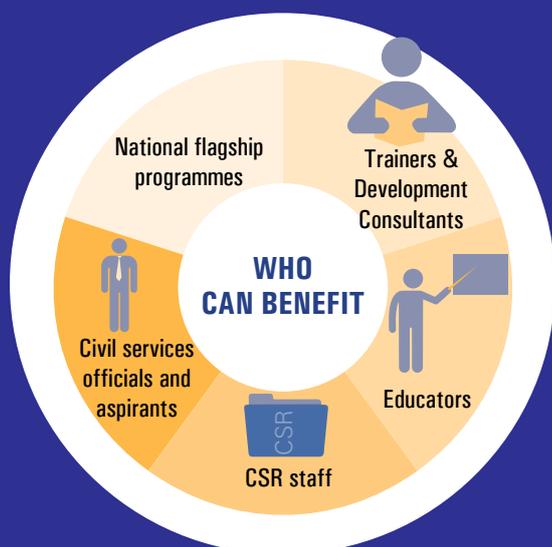
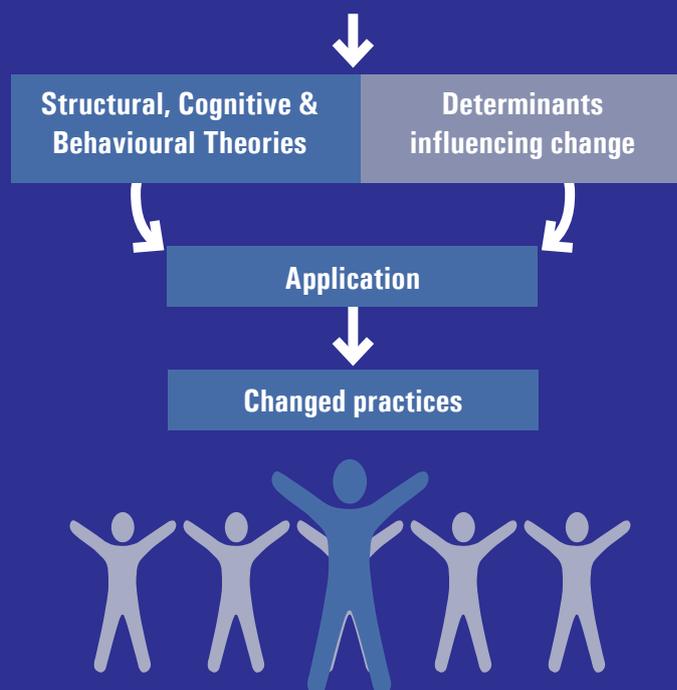
So far, social development professionals, government officials and others from ten Indian states have benefited from the training programme based on Tarang SBCC Training package.

The course gives participants an overview and familiarises them with the determinants that have shaped development communication over the years. It presents aspects with their roots in **structural, cognitive and behavioural theories**, which underpin change communication theories and practise today. The participants learn the connections of these models to various development theories and how communication models and analysis tools provide the feedback loop.

The skills and knowledge gained by this course can not only be useful in flagship programmes on **health, nutrition, education, WASH** and other areas, but also help **trainers, government officials, development consultants, educators, CSR staff, civil services officials and aspirants** and others, who truly wish to understand how they can influence change in communities and individuals, which in turn helps transform society.

## WHAT'S IN IT FOR YOU?

BETTER UNDERSTANDING OF



## COURSE CONTENT

- Changing paradigms in development communication
- Socio-Ecological model
- Barriers to communication
- Interpersonal communication
- Behaviour change communication
- Qualities of a communicator
- Understanding team work
- Social inclusion

## SBCC – THE NAME OF THE GAME

World-over, SBCC is increasingly playing a critical role in advancing development goals. SBCC signals a shift from sporadic, awareness-raising IEC activities to evidence-based behaviour change communication (BCC) strategies, integrating advocacy to influence policy and structural issues.

SBCC programmes **increase knowledge, influence attitudes, social and cultural norms and produce changes** in a wide variety of behaviours in community and individuals.

## FACULTY

**Dr Amarnidhi Aggarwal:** A health communication professional with Masters in Public Health and a background in medical and mental health, Amarnidhi has over 15 years experience in field-level health communication and in conceptualisation, development and implementation of training programmes with national and international organisations. Amarnidhi is a lead trainer on SBCC, trained by UNICEF on SBCC Training package.



New Concept has enriched course content with appropriate job aids and exercises based on its wide experience in the development sector.

Hands-on exposure to SBCC skills and knowledge gained after this two-day training can be gainfully employed by participants in their programmes.

**Mr Pravin Ramteke:** A post-graduate in engineering from IIT Madras, Pravin has over 15 years of experience in communication, research, capacity building and ICT. As a development professional, he has trained several people in the fields of education, health and adolescents, and in MIS, RBM and ICT. Pravin has hands-on experience addressing communication issues in development and has developed training curricula. Pravin is a lead trainer on SBCC, trained by UNICEF on SBCC Training package.

### WHEN, WHERE?

**29-30 August 2017 | 9.30 AM to 5.30 PM**

Venue: The Nanee Suites  
Plot No. 49, Pocket 1, Jasola Vihar,  
New Delhi, Delhi 110025

### BE PART OF THE SBCC LINEUP

- 📞 Pravin Ramteke (88 00 890 710)
- ✉ sbcc@newconceptinfosys.com
- ☎ 91 11 64784322
- 🌐 <http://newconceptinfosys.net/Tarang>

### REGISTRATION FEES

- **Regular Fees:**  
Rs. 6,000/- per participant
- **Organisations:**  
Rs. 15,000/- for 3 participants from one organisation



**SBCC Hub** – An initiative of **New Concept** with technical support from **UNICEF**