

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



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)**.

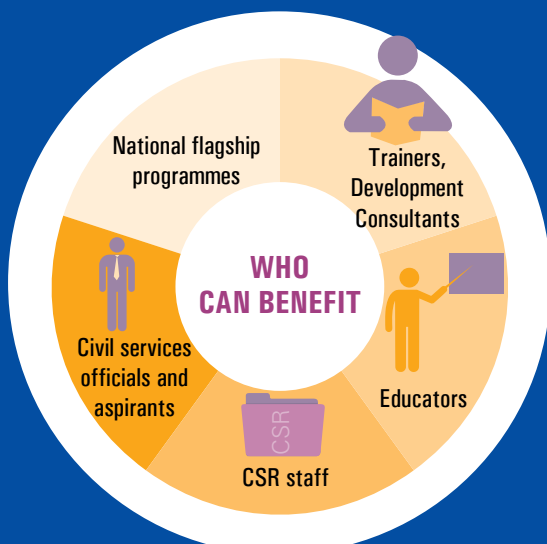
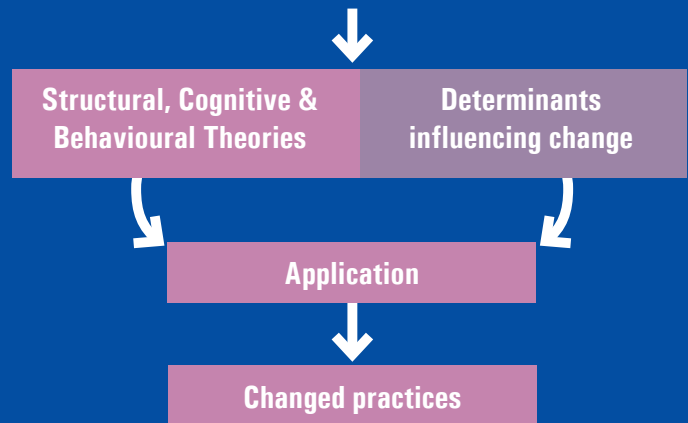
So far, **over four hundred** social development professionals, government officials and others from nine Indian states have benefited from the training programme.

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 training can not only be useful in flagship programmes on **health, nutrition, education, WASH** and other areas, but also help **trainers, government officials, development consultant, 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

### Himachal Bhutak

A development professional with over 19 years of experience, he has been a capacity building consultant and master trainer on various subjects including nutrition, routine immunization, IYCF, targeted intervention, life skills for adolescents, and SBCC. Fluent in Gujarati he has vast experience in mass communication, including radio, TV and print media. He founded MoDe (Movement for Development), an NGO based in Ahmedabad.



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.

### 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.

## WHEN, WHERE?

**25-26 April 2017 | Ahmedabad, India**

Hotel Treatotel, Gurukul Road, Memnagar,  
Ahmedabad, Gujarat 380052

## BE PART OF THE SBCC LINEUP

- 📞 Pravin Ramteke (88 00 890 710)
- 📞 Himachal Bhutak (99 25 818 085)
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- ☎️ 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
- **Early Bird Fees:**  
Rs. 5,000/- (for those enrolling and making payment by 10 April 2017)



An initiative of **New Concept** in partnership with **UNICEF**