



# Behaviour change communication (BCC) for Health Promotion



## IDEAL Public Health and Development Consultancy (IPHDC)

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## About IPHDC

IPHDC is a training and consulting firm that seeks to empower humanitarian and development actors to deliver desired results in their work. We are committed to the empowerment of individuals and organizations through provision of professional consultancy services together with standard and tailor-made trainings.

Our services are provided by a team of experienced professionals including researchers, public health experts, gender experts, development experts, management and institutional development experts and a core group of IPHDC staff who provide technical and administrative support. Our consultants have a wealth of experience in their respective areas of work and have obtained their education from internationally reputed institutions.

## Behaviour Change Communication (BCC) for Health Promotion

### Course objective

To build the capacity of trainees for improving health outcomes through targeted communication strategies aimed at positive behaviour change among key populations.

### Course content

- Introduction to Behaviour Change Communication (BCC).
- Understanding dynamics of health and human behaviour.
- Understanding audiences for BCC through needs assessment.
- Strategic design and planning of BCC programs.
- Development and pretesting messages and communication materials.
- Implementing and monitoring BCC programs.
- Evaluating the impact of BCC programs.

### Target group

Program officers and managers of health-oriented programs.

### Training methodology

Exploratory learning, group discussions, plenary brainstorming, facilitator input and case studies.

### Language of instruction

English (French translation can be provided if needed)

### Training cost

The training cost is **US\$ 550** and it will cover the tuition fees, learning materials, and the training venue.

### Accommodation

Accommodation will be arranged upon request. However, charges will be borne by the individual participant.

### Application process

Applicants should complete our course application form and submit it to [training@iphdcinternational.org](mailto:training@iphdcinternational.org).