Workshop Outline

Behaviour Change Campaign Workshop on Household Water Treatment

Duration: 5 Days

WORKSHOP DESCRIPTION:

Behavior change campaign workshop is focused on WASH behavior change in a community. The workshop deals with implementing behavior change campaign in the community itself rather than focusing on behavior change at individual level. This workshop helps to plan and implement any WASH behavior change campaign in the community with example relating to behavior change for safe water. Strategies for behavior change, how to motivate/trigger for the WASH behavior change, sustaining the behavior change in the community are some of the points covered in the workshop. The workshop also includes brief sharing of personal behavior change experiment, consolidating the BCD framework.

Safe water, clean toilets and good hygiene practices are essential for human life. Without these basic needs, the lives of millions of people are at risk. Particularly for children under five, water- and sanitation-related diseases are one of the leading causes of death. Every day, children die from preventable diseases caused by poor water, and a lack of sanitation and hygiene. In particular matter, behavior change is a key to uplift the health and life of people while preventing the disease. Hence, the workshop is an appropriate answer for implementing a successful behavior change campaign or project in the community.

OBJECTIVES

The general objective of the training is to capacitate the WASH professionals to meet project goal, create base for SDG related projects and gain experience and knowledge on implementing behavior change.

PARTICIPANTS

The training focuses on the participants who are:

- Officers or project coordinators working in water, sanitation and hygiene and community development projects
- Social mobilizer who are working in WASH Project.
METHOD OF INSTRUCTION

This participatory style workshop includes theory, open discussions, group exercises, group works on cases, and practical sessions. Active participation of the participants in the learning activities is highly encouraged.

The learning are designed to be deeply experiential and even transformational. Participants will learn deeply and rapidly with this method, while having fun and feeling enriched at the end of the workshop.

CONTENT

The following is the tentative list of topics to be covered during the training. A specific agenda will be developed and provided to the participants in consultation with the organizer and the participants’ needs.

- Introduction to BCC
- Building the BCD Framework from experience
- Consolidating the BCD framework
- Game to understand BCD map
- Behaviour Change strategy
- BCD map- current behaviour and behaviour change strategy
- Campaign flow
- IEC Vs BCC
- Learning network
- Field visit

For further detail:

ENPHO- Training Centre
Environment and Public Health Organization (ENPHO)
110/25, Adarsha Marg, Thapagaun, New Baneswor
P.O.Box No. 4102, Kathmandu Nepal

Phone: +977-1-5244641, 5244051
Fax: +977-1-5244376
Email: trainingcentre@enpho.org