

IEC and Training Materials Development Workshop

Duration: 3 Days

WORKSHOP DESCRIPTION:

Information, Education and Communication (IEC) material is essential to impart information and change the social behavior in a targeted community by addressing specific problem for the specific period of time. IEC materials have substantial role during implementation of Water, Sanitation and Hygiene (WASH) projects. This training will capacitate the participants in producing effective IEC materials on WASH so that the targeted people are able to take actions, make appropriate decisions and apply the message for behavior change.

The training focuses on preparations needed and the key elements to consider for the production of effective IEC materials. Also, the workshop includes the hand-writing skills required for the attractive presentation. Topics will be covered in interactive and participatory way with group works providing an opportunity for the participants to practically apply knowledge and learnings.

OBJECTIVES

The overall objective of the training is to capacitate the WASH professionals to produce effective IEC materials on WASH.

PARTICIPANTS

The training focuses on the participants who are:

- Working in water, sanitation and hygiene and community development projects
- WASH Project Coordinators/Managers/Communication personnel who are involved in developing IEC/communication materials

METHOD OF INSTRUCTION

This participatory style training 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.

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.

- Topic selection
- Setting the objectives
- Deciding the appropriate types
- Preliminary information needed for the IEC materials
- Preparations of drafts of content and illustrations
- Finalization of content and illustrations
- Key points to consider for content, illustrations and designing
- Printing of IEC materials
- Hand-writing skills for captivating presentation

For further detail:

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