

## Workshop Outline

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### **Social Behavior Change Communication**

**LENGTH: 3 days**

#### **WORKSHOP DESCRIPTION**

Social Behavior Change Communication package is oriented on understanding the determinants responsible for behavior change in the community. Behavior change of an individual is the result of many underlying individual and/ or social factors. Hence, the package focus on understanding the determinants and developing an effective interventions for the behavior change including the social aspects rather than focusing on the individual only. The package also highlights on steps of behavior change along with the triggering message with effective tools.

#### **OBJECTIVES**

Upon completion of the workshop participants will be able to:

- Understand the concept of social behavior change communication
- Explain the determinants of behavior change
- Design effective interventions for the behavior change considering the criteria for selecting appropriate behavior change
- Explain the steps of behavior change along with the activities to motivate people for behavior change

#### **PARTICIPANTS**

The workshop is oriented towards participants who are:

- Working in water, sanitation and hygiene, community development, or health projects
- Motivated to work with households to change behavior for providing safe water, improved sanitation and proper hygiene
- Currently implementing community oriented WASH projects and motivated to expand, improve or strengthen their projects through behavior change
- Community leaders and community health promoters/workers who inform and educate households on WASH and behavior change

Participants may be:

- Decision makers who are planning or considering impact on WASH at community level through behavior change
- Non-governmental organizations (NGO), international NGOs, government agencies, or individuals considering behavior change on safe water, sanitation and hygiene in communities

In the package, participants will be able to gain knowledge and information on individual and social factors of behavior change in a community. Participants will discuss on different ideas and will practice developing key interventions for behavior change.

#### **METHODS OF INSTRUCTION**

This participatory style workshop includes theory, classroom exercises, open discussion, demonstrations, and hands-on practice in the workshop. Active participant engagement in learning activities is highly encouraged.

## **CONTENT**

The following is a list of the topics to be covered in the Workshop.

- Concept of social behavior change and communication
- Identifying audiences
- Determinants of SBCC
- Developing Key factors
- Gap analysis
- Action point and criteria for right action
- Steps of behavior change
- Selecting activities
- Triggering message to behavior change

## **For Further Detail**

### **Training Centre**

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