# BEHAVIOUR CHANGE COMMUNICATION AND MANAGEMENT

## Introduction

This course equips participants with the knowledge, practical skills, and strategic approaches required to design, implement, manage, and evaluate effective Behaviour Change Communication (BCC) programmes across public, private, and development sectors. It provides a strong foundation in behavioural science, communication theories, audience segmentation, and evidence-based message design, enabling participants to influence individual, community, and organizational behaviours that support sustainable development outcomes. Participants will learn how to develop integrated communication strategies using interpersonal, community, digital, and mass media channels while strengthening stakeholder engagement and organizational change management. The programme also emphasizes the application of monitoring, evaluation, and learning (MEL) frameworks to measure behavioural outcomes, improve programme performance, and sustain long-term change. Through practical case studies, simulations, and hands-on exercises, participants will gain the competence to lead behaviour change initiatives that deliver measurable, scalable, and lasting impact.

## Course Objectives

- Explain the principles and theories underpinning behaviour change communication
- Analyse target audiences and the determinants of behaviour
- Design evidence-based behaviour change communication strategies
- Apply interpersonal communication and community engagement approaches
- Apply digital, mass media, and edutainment approaches to behaviour change
- Apply change management principles within organisations
- Manage resistance to change and build supportive organisational culture
- Monitor, evaluate, and adapt behaviour change communication programmes
- Apply strategies to sustain behaviour change over time

## Course Modules

**> Module 1: Foundations of Behaviour Change Communication**
- Concept and importance of behaviour change communication
- Theories and models of behaviour change (Health Belief Model, Stages of Change, Social Cognitive Theory, Diffusion of Innovations)
- The communication process
- Understanding target audiences
- Key BCC terminologies and concepts

**> Module 2: Understanding Audiences and Behaviour Determinants**
- Audience segmentation and analysis
- Formative research techniques
- Identifying behavioral determinants (knowledge, attitudes, social norms, self-efficacy)
- Barriers and motivators to behavior change
- Stakeholder mapping

**> Module 3: Designing Behaviour Change Communication Strategies**
- Setting communication objectives
- Selecting appropriate communication channels
- Message development and pre-testing
- Social and Behaviour change communication (SBCC) frameworks
- Developing a communication strategy and plan

**> Module 4: Interpersonal Communication and Community Engagement**
- Interpersonal communication skills
- Community dialogue and participatory approaches
- Peer education and support groups
- Engaging community and religious leaders
- Working with gatekeepers and influencers

**> Module 5: Digital and Mass Media Approaches**
- Social and digital media for behaviour change
- Planning and running mass media campaigns
- Edutainment and storytelling techniques
- SMS and mobile-based interventions
- Managing misinformation and rumours

### > Module 6: Behaviour Change Management in Organisations

- Principles of change management
- Managing resistance to change
- Organisational culture and behaviour change
- Leadership's role in driving change
- Planning internal change communication

### > Module 7: Monitoring, Evaluation, and Learning

- Indicators for measuring Behaviour change
- Data collection methods
- Process versus outcome evaluation
- Using data for adaptive programme management
- Reporting and documentation

### > Module 8: Sustaining Behaviour Change

- Reinforcement and habit formation
- Social norms change and sustainability
- Scaling up successful interventions
- Ethical considerations in behaviour change communication
- Emerging trends in behaviour change communication



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