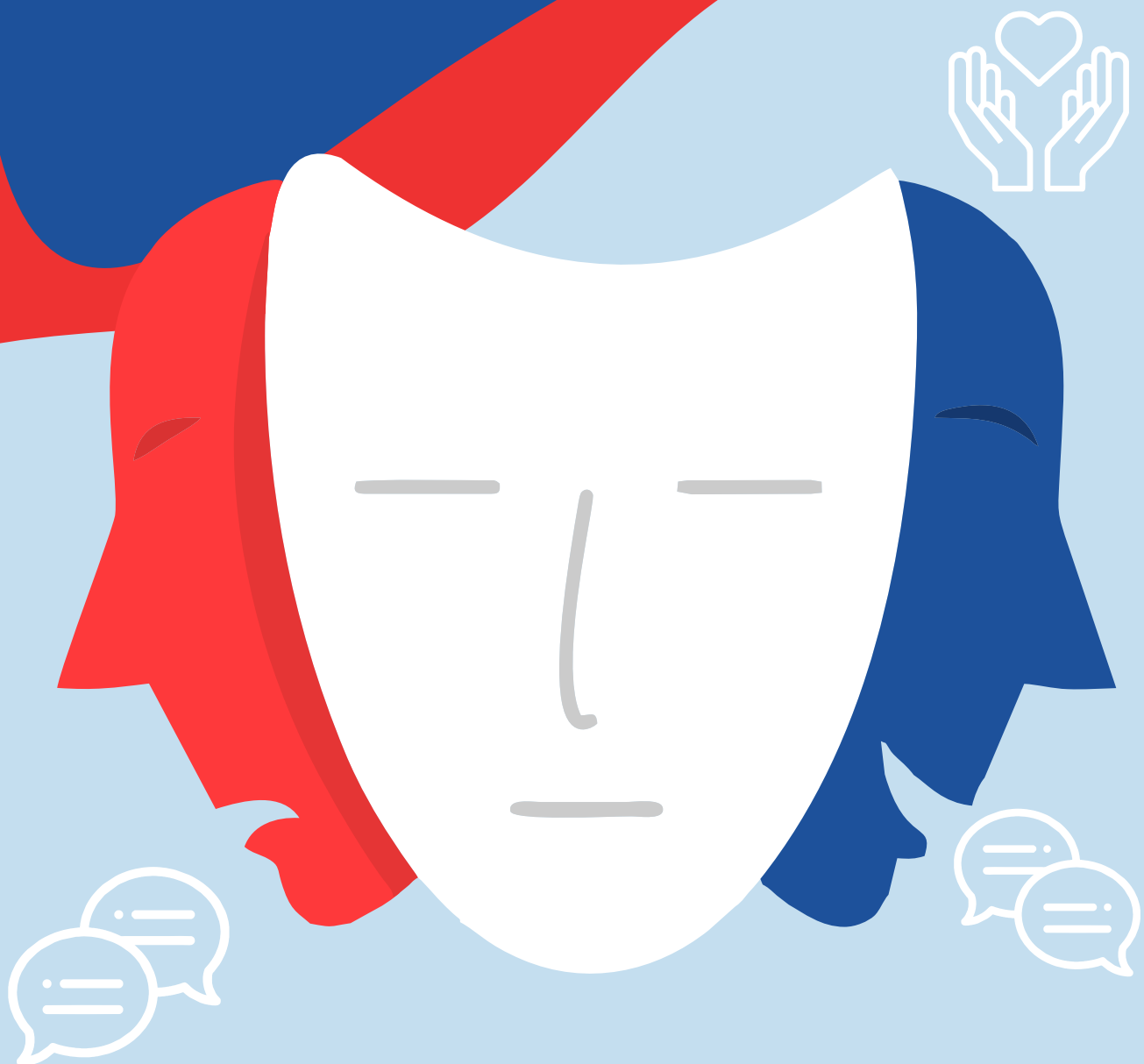


Management Development Programme  
on

# Planning and Managing Social Behaviour Change Communication (SBCC) Interventions in Health Sector

August 22-26, 2022



## ABOUT IIHMR UNIVERSITY

The genesis of the IIHMR University dates to October 5, 1984, when the Indian Institute of Health Management Research (IIHMR) was established. The IIHMR University has been established and incorporated as a postgraduate research University by the Government of Rajasthan vide the IIHMR University, Jaipur Act, 2014 (Act No. 3, of 2014). IIHMR University is UGC recognized, NAAC accredited, and ranked 73rd NIRF 2021 (Management). IIHMR University is dedicated to the improvement in standards of health through better management of health care and related programmes. It seeks to accomplish this through management research, education, training, consultation, and networking in a national and global perspective.

IIHMR University offers MBA (Hospital and Health Management), MBA (Pharmaceutical Management), MBA (Development Management), Master of Public Health (in collaboration with Johns Hopkins University, USA), Master of public Health (Implementation Science), Executive Education, and PhD programmes. We have collaborations with international and prestigious universities including Johns Hopkins University, USA, Manchester University, UK, Curtin University, Australia for student exchange, faculty exchange, joint research and capacity building programmes.

## BACKGROUND

The pandemic of COVID 19 could be managed primarily due to behavioural intervention of wearing masks, handwashing, distancing and opting for full vaccination. Communication invariably played a critical role in it. All the major health care interventions at national and international level have built space to use communication as an agent of change for promoting positive health care behaviors and practices. Conceptual and technical expertise is the key to design communication programmes for promoting desired health behaviours. This programme aims to strengthen the capacity of participants on the basic principles of SBCC (Social Behavior Change Communication) and provide insights on the role of community participation, social and cultural norms, gender and environmental factors and media advocacy.

## OBJECTIVES

- To clarify on the theoretical and applied aspects of behaviour change communication.
- To appreciate role of social norms and assess communication needs and evolve evidence-based interventions.
- To learn key aspects of planning and implementing SBCC programme
- To provide knowledge of media effects and use of media/communication modes.
- To assess the impact of behaviour, change communication interventions.

## CONTENTS

- Concepts of IEC, BCC and SBCC and models of behaviour change.
- Using Theory of change.
- Communication Need Assessment - Situation and Gap Analysis.
- Planning and Implementation of Communication Interventions-Audience Analysis, Barrier Analysis, Strategy Formulation, Message Development.
- Media Advocacy.
- Design and Evaluation- formative, process and summative of communication messages, campaigns and programs.

## PEDAGOGY

The programme is based on the participatory learning approach. It includes classroom lectures, discussion sessions, case studies and group work. Participants would work in small groups for supported learning and will use behaviour change theories, conceptual models, and principles for developing evidence-driven communication for social and behavior change.

## WHO SHOULD ATTEND

The programme has been designed for NHM officials, Communication Specialists, Non-Profit Organizations, State and District Health personnel working in Public, Private Sector Healthcare Organizations and Institutions. It would also be useful for the trainers and researchers working in the sphere of health communication.

## RESOURCE PERSONS



**Dr. Neetu Purohit**  
(Programme Coordinator)  
Professor  
IIHMR University, Jaipur

**Dr. Neetu Purohit** is a Professor at Institute of Health Management Research, IIHMR University. She has conducted several trainings on Social Behavioural Change Communication for different organization. She had an experience of multiple studies and projects on health systems assessments/ evaluation of various health programmes including behaviour change interventions. You can reach out to Dr. Neetu Purohit at [neetu@iihmr.edu.in](mailto:neetu@iihmr.edu.in)



**Dr. Seema Mehta**  
Professor  
IIHMR University, Jaipur

**Dr. Seema Mehta** is a Professor at SD Gupta School of Public Health, IIHMR University. She is faculty in-charge of MPH Programme - a cooperative programme of Johns Hopkins University and IIHMR University. She has an extensive experience in Teaching, Training and Research in the field of Health Management.

## PROGRAMME FEE

The programme fee for Indian participant is Rs. 41,250 plus GST (18% as applicable) and for International participant is USD 770 plus GST (18% as applicable). The fee covers tuition fees, background reading material, lodging and boarding.

**Early Bird Discount:** Nominations received with payments on before 4-weeks will be entitled to an early bird discount of 10%.

**Group Discount:** Any organization sponsoring four or more participants to the program will be entitled for a discount of 20% on the total fee payable provided that at least four participants attend the program.

**Maximum Discount:** Organization can avail themselves of both the discounts subject to maximum discount of 20%.

## CERTIFICATION

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

## VENUE

The programme will be held at IIHMR University, Jaipur. IIHMR University is located near Jaipur International airport, Sanganer, Jaipur. The University campus provides a learning environment to the participants. The participants are welcome to use the library and recreational facilities at the campus.

## HOW TO APPLY

All the communication regarding the training should be made with the Training Department at the following address. Please fill the registration form on below link or scan QR code to register.

**Programme Officer (Training)**

IIHMR University  
1, Prabhu Dayal Marg, Sanganer Airport  
Jaipur -302029, India

**Mobile:** +91 93587 90012

**Phone:** 0141-3924700 (30 Lines)

**Email:** [training@iihmr.edu.in](mailto:training@iihmr.edu.in)

[neetu@iihmr.edu.in](mailto:neetu@iihmr.edu.in)



Scan QR Code to Apply

**Apply Now:**

<https://applications.iihmr.edu.in/mdp>

