



**UNIVERSITY  
OF GHANA**

**unicef**   
for every child

**The Department of Social and Behavioural Sciences, School of Public Health, College of Health Sciences, University of Ghana Legon, in Collaboration with UNICEF Ghana is Organizing  
A Short Course in Social and Behaviour Change Communication (SBCC)**

**BACKGROUND**

This course is designed to train participants in the field of Communication for Development (C4D). Social and Behavioural Change Communication (SBCC) is an evidence-based process utilizing a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, and networks for positive social and behaviour change in both development and humanitarian contexts. It draws on learnings and concepts from the social, behavioural and communication sciences. Participants will learn about key concepts and approaches in C4D/SBCC and best practices in planning, implementing and evaluating participatory and evidence-based C4D/SBCC interventions. The C4D course which has been adapted to fit into the Ghanaian context, was originally designed by UNICEF and Ohio University, a leading academic institution in the C4D field, to equip UNICEF staff with relevant knowledge, skills and tools to address socio-cultural determinants of UNICEF programmes and humanitarian actions through the use of C4D.

**COURSE OBJECTIVES**

- To understand key theories around communication, culture, development, behaviour and social change and define key C4D concepts, principles, approaches, methods and techniques
- To apply research in developing evidence-based and human rights-based SBCC programmes, as well as implementation, and monitoring and evaluation to C4D programmes
- To Identify the steps involved in the design and development of C4D strategies in line with best practice.

**COURSE DURATION**

Three (3) days, Wednesday 26th— Friday 28th October, 2022

Time: 8:30 am—5:00 pm each day

Venue: University of Ghana Medical Center (UGMC) simulation room A.

Course Fee: Free

Deadline for application: 21st October, 2022 @ 12 noon

Application forms can be filled online using the link:

<https://forms.office.com/r/TMst7weBgd>



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