Behavior Change Communication Training Course

Professional Development Training Course Outline

Category	Community Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Behavior Change Communication (BCC) is a strategic approach that uses communication to influence positive behavioral changes in individuals and communities. Behavior Change Communication Training Course is designed to equip participants with evidence-based strategies, communication tools, and practical skills to design, implement, and evaluate behavior change programs effectively. Participants will learn how to integrate social and behavioral theories, media campaigns, and participatory approaches to address health, social, and environmental challenges. The course emphasizes interactive learning, case studies, and real-world applications to ensure participants can translate knowledge into measurable outcomes.

With the increasing demand for professionals skilled in health promotion, community engagement, and advocacy, this course provides a robust foundation for enhancing organizational capacity and impact. Participants will gain expertise in behavior analysis, audience segmentation, message design, monitoring, and evaluation. The training also covers innovative digital and social media strategies, empowering participants to leverage modern platforms for behavior change campaigns. By completing this course, participants will be prepared to lead and influence change in diverse settings, enhancing both individual and community well-being.

Programme Curriculum

Behavior Change Communication Training Course

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Course Objectives

1. Understand the fundamentals and principles of behavior change communication.
2. Apply behavioral theories to design effective communication strategies.
3. Develop evidence-based messaging tailored to target audiences.
4. Implement community engagement and participatory approaches.
5. Use mass media, digital, and social media tools for behavior change campaigns.
6. Analyze audience needs, barriers, and motivators for behavior change.
7. Design monitoring and evaluation frameworks for communication programs.
8. Integrate advocacy and policy strategies into communication plans.
9. Promote health literacy and informed decision-making among communities.
10. Utilize storytelling and creative approaches to enhance message retention.
11. Manage stakeholder relationships for sustainable behavior change.
12. Apply ethical standards in behavior change communication initiatives.
13. Evaluate the effectiveness of behavior change interventions for continuous improvement.

Organizational Benefits

- Strengthen internal communication strategies for health and social programs.
- Enhance staff capacity in designing and implementing behavior change campaigns.
- Improve community engagement and outreach efforts.
- Increase program impact and measurable outcomes.
- Promote evidence-based decision-making and accountability.
- Foster innovation in messaging and communication tools.
- Build partnerships and stakeholder collaborations effectively.
- Ensure ethical and culturally sensitive communication practices.
- Reduce misinformation and promote positive behaviors.
- Support organizational sustainability through impactful interventions.

Target Audiences

1. Health communication specialists
2. Public health practitioners
3. NGO and development organization staff
4. Community mobilizers and outreach officers
5. Policy makers and program managers
6. Social and behavior change professionals
7. Educators and trainers in health and development sectors

8. Media and communications professionals

Course Duration: 5 days

Course Modules

Module 1: Introduction to Behavior Change Communication

- Understanding BCC principles and frameworks
- Importance of behavior change in health and social programs
- Key communication strategies for influencing behaviors
- Role of participatory approaches in BCC
- Case Study: Successful community-based BCC initiative
- Interactive group activity for skill building

Module 2: Behavioral Theories and Models

- Overview of key behavioral theories (Health Belief Model, Theory of Planned Behavior)
- Applying theories to program design
- Identifying behavioral determinants
- Case Study: Behavior change intervention using theory-based approach
- Group discussion on theory application
- Practical exercise on audience segmentation

Module 3: Audience Analysis and Segmentation

- Identifying target populations
- Understanding audience needs and motivators
- Cultural and social considerations in communication
- Case Study: Audience profiling for a vaccination campaign
- Interactive mapping of target groups
- Role-play activity for engagement strategies

Module 4: Message Design and Development

- Principles of effective messaging
- Designing culturally appropriate messages
- Leveraging storytelling for behavior change
- Case Study: Health campaign message redesign
- Group workshop on message creation
- Peer feedback and iteration

Module 5: Media and Digital Strategies

- Utilizing mass media for BCC
- Social media campaigns for health promotion
- Mobile health and digital interventions
- Case Study: Social media campaign success analysis
- Practical activity: designing digital content
- Monitoring digital campaign effectiveness

Module 6: Community Engagement and Advocacy

- Participatory approaches in BCC
- Mobilizing community resources
- Stakeholder collaboration and advocacy strategies
- Case Study: Advocacy-led behavioral intervention
- Group brainstorming for local engagement
- Developing stakeholder mapping tools

Module 7: Monitoring and Evaluation

- Key indicators for measuring behavior change
- Tools for data collection and analysis
- Evaluating program effectiveness and impact
- Case Study: Evaluation of a public health BCC program
- Hands-on exercise with monitoring frameworks
- Feedback session and lessons learned

Module 8: Ethical and Sustainable BCC Practices

- Ethical considerations in BCC programs
- Sustainability planning and long-term behavior change
- Integrating lessons learned into future programs
- Case Study: Ethical challenges in behavior change initiatives
- Group discussion on sustainability strategies
- Action plan development for participants' organizations

Training Methodology

- Interactive lectures and presentations
- Group discussions and brainstorming sessions
- Case study analysis and application
- Role-playing and simulation exercises
- Practical hands-on activities and workshops
- Feedback and reflection sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com