

“BACK TO LEARNING” INITIATIVE
“EFFECTIVE INTERPERSONAL COMMUNICATION FOR BEHAVIORAL CHANGE”
TRAINING OF TRAINERS WORKSHOP

1. Overall goal

This project aims at building the capacities of a team of trainers to be able to train frontline workers from NGOs to communicate effectively with the communities they serve, for the effective delivery of messages and activities for behavior change within the “Back to Learning” initiative.

2. Main Themes

Knowledge

- Back to Learning (BTL) Campaign including the different curricula
- BTL Campaign key messages
- Front-liner’s work Ethics
- Phases of Behavior Change
- Socio-Ecological model of behavior change

Skills

- Interpersonal Communication Skills

Approaches

- GATHER Approach
- Adult learning

1. Partners



2. Beneficiaries

- **Direct Beneficiaries:** 14 individuals coming from 7 different NGOs working with displaced populations and affected communities across Syria (total of 9 participants) and 5 UNICEF staff from Damascus, Homs and Aleppo working on the BTL initiative in various capacities.
- **Indirect Beneficiaries:** Frontline workers who serve affected communities across Syria. Displaced populations and affected communities across Syria

3. Timeframe

- The project's implementation is over three months

4. Summary of Project

The project consisted of different components which were achieved within a period of three months as follows:

- **Training of trainers' workshop:** a five-day training of trainers' workshop on *Effective Interpersonal Communication for Behavior Change* was held from July 23-27 2018 in Beirut, Lebanon. 14 participants attended the workshop they came from 7 different NGOs working with displaced populations and affected communities across Syria (total of 9 participants) and 5 UNICEF staff from Damascus, Homs and

Aleppo working on the BTL initiative in various capacities. The main themes addressed included: public education curricula A&B and draft BTL messages, stages of behavior change and the socio-ecological model, barriers to enrollment of children in school, skills, knowledge and value of the frontline worker, interpersonal communication elements and techniques, GATHER framework, as well as an overview and hands-on application of various training techniques.

- A Training Package was developed that consisted of the following:
 - **Reference guide on Communication for Behavior Change:** A guide in Arabic language that includes information covering all aspects of concepts and methodologies of communication for behavior change. It is designed as reference material for trainers during delivering communication for behavior change workshops.
 - **Summary of the Reference guide on Communication for Behavior Change:** A summary was written in English language which includes a brief description of each topic mentioned in the Reference Guide with its importance and the main key learnings.
 - **Trainers' guide:** A guide in Arabic language that will support trainers to train frontline workers on the content of the reference guide.

5. Project manager

- Ms. Joumana Kalot (Project Manager)
- Ms. Yasmine Lawzi (Project Coordinator)

Within the “Back to Learning” initiative, CPHP is building the capacity of NGO trainers/frontline workers and UNICEF staff working with displaced populations and affected communities across Syria

For more information, please visit: aub.edu.lb/fhs/Pages/cphp.aspx

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