

# Leadership in Social and Behavior Change Communication Applications on Family Planning

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## 1. Overall goal

This four-months project aims at building the capacities of concerned staff from Ministry of Health directorates in Jordan and NGO partners in planning, implementing and evaluating Social and Behavior Change Communication (SBCC) programs on family planning.

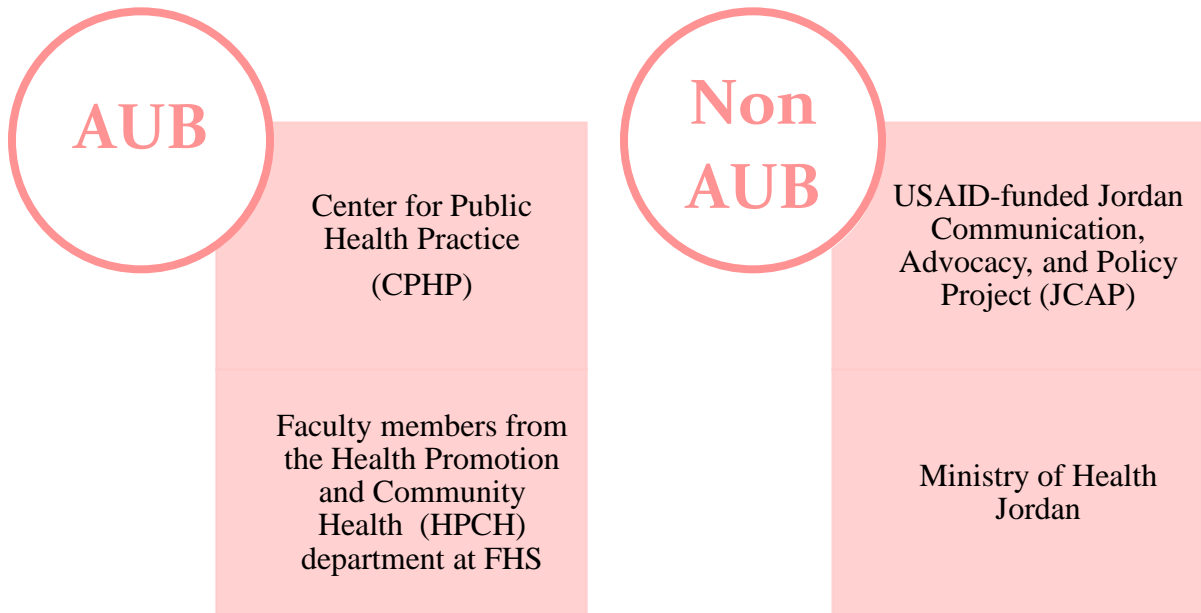
## 2. Specific Objectives

The 10-day workshop aimed at introducing the participants (Staff working as middle to high level health communication officers and project managers at the Ministry of Health, Health Awareness and Communication Directorate (HCAD) and Women and Child Health Directorate (WCHD) and Civil Society's Organizations (CSOs) in Jordan) to Social Behavior Change Communication (SBCC) approach to promote various desired family planning behaviors using contextually appropriate, culture-specific, and audience-targeted communication strategies.

By the end of this workshop, participants were able to:

- Describe the SBCC approach, its main characteristics, related concepts and theories
- Discuss the impact of SBCC programs on positive health outcomes
- Explain how to use the C-model with all related steps to develop SBCC programs
- Apply relevant tools for each step of the C-model
- Develop a draft of comprehensive 5-year communication strategy for an SBCC program addressing family planning issues based on the C-model and applied tools.

### 3. Partners



### 4. Beneficiaries

- **Direct Beneficiaries:** 27 Staff working as middle to high level health communication officers and project managers at the Ministry of Health, Health Awareness and Communication Directorate (HCAD) and Women and Child Health Directorate (WCHD) and Civil Society's Organizations (CSOs) in Jordan

### 5. Timeframe

- The project's implementation is over four months

### 6. Summary of progress made so far

- **Reference material on Social and Behavior Change Communication with focus on Family Planning**

The reference material describes theories and approaches of SBCC, different phases of SBCC with exercises, handouts and examples on each phase.

## **Implementation of 10-day training workshop on “Leadership in Social and Behavior Change Communication**

The design & implementation of the workshop adopted a systematic approach that covers the various steps in the design, implementation, and evaluation of SBCC programs. The Communication for Change (C-Change) Model was used as a framework to guide the content and implementation of the workshop.

The (C-Change) Model is used to plan and conduct SBCC programs, it is a research-based process that favors and support the social change to achieve better health outcomes. It uses communication as a tool to promote the desired behavior.

The (C- Change) Model framework entails five sequential, yet intertwined phases: 1) Understanding the Situation, 2) Focusing & Designing, 3) Creating; 4) Implementing & monitoring; 5) Evaluating & Re-planning. By structuring the course according to this systematic, planning model participants were able to apply the concepts learned during the workshop to develop communication interventions with measurable behavior change objectives.

The workshop was dynamic and interactive, participants participated in various group works related to: analyzing case studies, identification of problem statement and gaps, analysis of the situation (carousel activity), stakeholder mapping, galleria exercise, illustration of personas, role plays on communication channels, etc...

### **7. Project manager**

- Ms. Joumana Kalot (Project Manager)
- Ms. Nour Rahhal (Project Coordinator)

## 8. Pictures





For more information, please visit: [aub.edu.lb/fhs/Pages/cphp.aspx](http://aub.edu.lb/fhs/Pages/cphp.aspx)

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