

# Social and Behaviour Change Training Programme



  
**ONLINE  
CLASSES**



## 1. About Social and Behaviour Change Short Courses

USIU-Africa, Nairobi [through Psychology Department, School of Humanities and Social Sciences] and Centre for Behaviour Change and Communication (CBCC) have partnered to provide a new short course programme on Social and Behaviour Change (SBC). SBC is an approach that helps to address complex and dynamic behaviour-linked issues at individual, organizational and societal levels. This approach supports people-centred development and has been shown to influence lasting and sustainable behaviour change.

### Why Social and Behaviour Change Training?

SBC interventions have increasingly been viewed as the key to addressing complex and dynamic issues at individual and societal level to influence lasting and sustainable change. There is thus greater need to integrate and invest in SBC as a pillar in development planning and to facilitate high impact achievements and efforts to address all the Sustainable Development Goals.

## 2. Benefits of Enrolling for our SBC Training Programmes

- Programmes are specially customized to meet the SBC needs of different stakeholders.
- We have experienced SBC faculty members & practitioners.
- We use a curriculum that has been implemented and its effectiveness tested across Africa.
- We use competency-based methodologies and approaches.
- There is opportunity to network and interact with SBC practitioners across different sectors.
- Certificates are awarded upon successful completion of each course

## 3. Types of Programmes Offered

The three distinct courses that will be offered at USIU Africa campus include:

- i. Executive Social and Behaviour Change Training Programme
- ii. Social and Behaviour Change Training and Certification Programme for Practitioners
- iii. Emerging Social and Behaviour Change Training Programme



## i. Executive Social and Behaviour Change Training Programme

### Programme Description

This programme is designed for senior professionals and executives working across different sectors interested in steering transformative social and behaviour change programmes in their work. It is designed for those seeking to influence their programmes with current evidence-based SBC approaches, models and strategies. It inspires SBC leadership to design, implement and measure innovative and scalable programmes.

### What to Expect

- Learn the current SBC design, approaches, strategies, tools and models
- Learn about multidisciplinary and cross sector approaches to SBC
- Learn about the pre-requisites to investments and funding of SBC programs
- Learn how to apply socially transformative, scalable and effective SBC approaches
- Acquire knowledge on how to plan and budget for SBC
- Learn about various SBC innovations and use of technology
- Learn how to measure and evaluate SBC programmes

### Who Can Enrol?

- Heads of Programmes, Senior officials and Legislators in National, Regional/County Governments from Kenya and the East Africa Region.
- Project leaders from but not limited to International & Local NGOs and Faith Based Organizations from different sectors in Health, Education, Agriculture and Livelihoods, Finance and Governance and Democracy.
- Heads of Corporate Social Responsibility (CSR) in organizations and corporations/ Companies.
- Heads of Advertising and Public Relations Agencies.

**Online Training:** 3 days

**Registration and Application:** [www.usiu.ac.ke/social-behaviour-change-program](http://www.usiu.ac.ke/social-behaviour-change-program)





## ii. Social and Behaviour Change Training and Certification Programme for Practitioners

### Programme Description

Designed for professionals who want to be competent in planning, designing, implementation, monitoring and evaluating effective SBC programmes.

It introduces innovative and evidence-based SBC approaches applicable across different sectors.

### What to Expect

Participants who enrol for this program can expect to:

- Increase their knowledge and practice in current SBC design, approaches, strategies, tools and models in the development sector
- Learn effective SBC programme planning, designing, implementation, monitoring and evaluation
- Learn about SBC innovations and the use of technology
- Learn how to integrate SBC programs to meet the sustainable development goals
- Learn through competency-based approach
- Interact with SBC practitioners in different fields

### Who can Enrol

- Government managers at National and Regional levels.
- Senior and middle level officers in International & Local NGOs, and Faith Based Organizations from different sectors in Health, Education, Agriculture and Livelihoods sectors, Finance and Governance and Democracy.
- Managers, Senior and middle level officers from Corporate Social Responsibility (CSR) in organizations.
- Managers, Senior and middle level officers from Advertising and Public Relations agencies.

**Online Training: 5 days**

**Registration and Application:** [www.usiu.ac.ke/social-behaviour-change-program](http://www.usiu.ac.ke/social-behaviour-change-program)



## iii. Emerging Social and Behaviour Change Training Programme

### Programme Description

This programme aims to:

- Enhance the skills and capacity of emerging SBC professionals.
- Enable them to link theory to practice and adequately prepare them for entry to the SBC sector.
- Enhance the employability of emerging SBC professionals.
- Train and nurture future SBC professionals whilst providing networking, mentoring, and role modelling best practices.

### What to Expect

Participants will be able to:

- Understand the rationale of SBC in the context of development.
- Learn how to plan, design, implement, monitor and evaluate SBC programmes.
- Interact with SBC programs through field visits and practical sessions using real case scenarios.
- Build their skills, values and attitudes to create an appropriate fit for the job market.

### Who can Enrol

Students/fresh graduates and post graduate level students in Communication, Public Health, Nutrition, Agriculture, Social Development, Psychology, other development fields and any other development related field.

**Onlined Training: 5 days**

**Registration and Application:** [www.usiu.ac.ke/social-behaviour-change-program](http://www.usiu.ac.ke/social-behaviour-change-program)

#### 4. Training dates for the year 2021

The 2021 practitioners class will be offered thrice during the following dates.

PROGRAMME	MONTH	DATES
Social and Behaviour Change Training and Certification Programme for Practitioner	March	22 <sup>ND</sup> - 26 <sup>TH</sup>
	July	19 <sup>TH</sup> - 23 <sup>RD</sup>
	November	15 <sup>TH</sup> - 19 <sup>TH</sup>

The training dates for the Executive Social and Behaviour Change Training Programme and Emerging Social and Behaviour Change Training Programmes will be communicated as soon as they are confirmed.

#### 5. Training Faculty

The SBC training programmes are facilitated by distinguished faculty members from both CBCC and USIU-Africa bringing experience from both academia and practice. The faculty members are professionals in social and behaviour change, psychology, public health, nutrition, communication, health promotion, agriculture, financial inclusion, education, media, creative design, broadcasting, behaviour change research, and other development areas.

#### 6. Training Fees and Payment Details

The fees for each of the training programmes are detailed below.

Programme	Fee
Executive Social and Behaviour Change Training Programme	Ksh. 72,000
Social and Behaviour Change Training and Certification Programme for Practitioners	Ksh. 62,000
Emerging Social and Behaviour Change Training Programme	Ksh. 42,000

#### 7. Payment Details

Full payment is expected prior to commencement of the each of the SBC course programmes.



**The Secretariat,  
Centre for Behaviour Change and Communication**

Valley View Office Park, Tower B, 2nd Floor  
City Park Drive off Limuru Road, Parklands  
PO BOX 5937 00100 NAIROBI, KENYA  
Tel. (+254) 786 831 553  
Email: [sbctraining@centreforbcc.com](mailto:sbctraining@centreforbcc.com)  
Website: [centreforbcc.com](http://centreforbcc.com)

**The Secretariat  
United States International University**

School of Humanities & Social Sciences  
P.O BOX 14634 - 00800, NAIROBI , KENYA  
Tel. (+254) 730 116 226  
Email: [lynzioki@usiu.ac.ke](mailto:lynzioki@usiu.ac.ke)  
Website: [www.usiu.ac.ke](http://www.usiu.ac.ke)