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**SCHOOL OF PUBLIC HEALTH**



**SRM**  
UNIVERSITY

(Under section 3 of UGC Act 1956)

27/01/10

07 FEB 2010

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डाकरी क्रमांक.....

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**Sh.G.S.Sandhu, IAS**  
Principal Secretary (Health & FW)  
Government of Rajasthan  
Room No:260, Govt.Secretariat,  
Main Building, Jaipur  
302005. Rajasthan

Adel

Dir. PH  
4-2-10

**Subject: Management Development Program on Behavior Change  
Communication in Health.**

Dear Sh,Sandhu,

1-2-10

Greetings from SRM University!!

SRM University, located in Chennai, has a four decade legacy in education, from Engineering to Medicine. Today, it is one of the largest private Universities in India with over 25,000 students from around the Country and 2000 faculty members on campus (for more details visit our website). Over time, SRM University has established academic and research links with various National and International Universities and Institutes of repute.

Responding to the need and demand for the skilled, specialist public health workforce in the Country, SRM University established the School of Public Health. The School aims at providing high quality public health education that meets the expectations of experts, government, NGOs and the health care industry.

The SRM School of Public Health is pleased to announce a **Management Development Program on Behavior Change Communication in Health** from **March 15<sup>th</sup> to 20<sup>th</sup> 2010**. This course would be useful for Health Program Managers and Project Managers, Practitioners and Researchers from public and private sector organisations, NGOs. The participants would acquire skills in development, implementation and monitoring of Behavior Change Communication Projects.

The details of the program rationale, objectives, contents, program faculty and fees etc. are mentioned in the program brochure enclosed herewith.

Please take this opportunity to nominate candidate(s) from your organization for the proposed training program or forward this brochure to any person or organization interested in this training.

Looking forward to working with your organization now and in the future.

With warm regards,  
Sincerely yours,

**Prof Ch.Satish Kumar**  
Dean

Encls.: Program Brochure, Registration Form

SRM University – School of Public Health

**NOMINATION FORM**

1. Programme Title : **Behavior Change Communication – Designing, Implementation and Monitoring**
  
2. Name and Address of Sponsoring Organization .....
  
.....  
Phone ..... Fax..... E-mail.....  
3. Personal details of nominee(s)

	Name	Designation	Age
1.	.....	.....	.....
2.	.....	.....	.....
3.	.....	.....	.....

Please register my/our nomination(s) for the above mentioned programme as per above details given above. Enclosed is Draft No. ....Dated.....of Bank.....for Rs ..... towards nomination fee, drawn in favor of Dean, School of Public Health, SRM University, Kattankulathur 603 203.

Name of Sponsoring Authority .....

Designation of Sponsoring Authority .....

Date .....

Signature.....

**PLEASE SEND THIS FORM WITH NOMINATION FEE TO:**

**DEAN**  
**School of Public Health**  
**SRM University, SRM Nagar**  
**Kattankulathur, Kanchipuram District – 603 203**  
**Email: dean@sph.srmuniv.ac.in**



**SRM**  
UNIVERSITY  
(Under section 3 of UGC Act 1956)

**Management Development Program on**

**Behavior Change**

**Communication in Health:**

Designing, Implementation and  
Monitoring

*15th - 20th March  
2010*



**School of Public Health**

**SRM University**

website: [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

# INTRODUCTION

SRM University – School of Public Health conducts two year Masters of Public Health program since October 2007. The MPH Programme is a modular one and provides opportunities for interested persons to join specific modules. Since the topic of BCC is vital and relevant to the health program managers working in Government and NGOs; researchers and teachers; this two week course is being offered to enable interested persons to join.

## ABOUT THE COURSE

Positive Health Outcomes are often reliant on many factors; one such is individual behavior working in synergy with the environment. Now, more so than ever, there is a need to focus on Behavior Change Communication (BCC) for successful health program implementation. BCC is the strategic use of communication to promote positive health outcomes, based on proven theories and models of behavior change. BCC employs a systematic process beginning with formative research and behavior analysis, followed by planning, implementation, and monitoring and evaluation.

This one-week course is tailored for public health practitioners from State and Local governments and NGOs and the goal of this course is to provide an overview of BCC and help participants develop skills on effective health communication strategies.

## LEARNING OBJECTIVES

At the end of this course participants will be able to:

- Understand various types of Communications
- Understand the underlying theories and models on BCC
- Understand and appreciate the need for a paradigm shift to Behavior Change Communication from Information Education Communication (IEC)
- Learn the steps in designing a BCC plan through understanding successful behavior change campaigns.
- Practice skills in designing messages, communication resources
- Develop a strategy for effective planning, implementation, monitoring and evaluation of a BCC Plan

## COURSE CONTENT

- Communications – Basic definitions, Types, Process, Channels
- Health Communication: Critical Issues and Concerns, Health Communications and BCC interventions
- Gender and Communication
- Paradigm Shift to BCC: Theories and Models of BCC, conceptual understanding and factors that influence behavior change and understanding successful BCC strategies through effective campaigns
- Designing a BCC Plan: Steps in a program cycle, the process of “message” crafting including analysis at all levels, preparing a BCC strategy and M & E plans.

## METHODOLOGY

The course will follow a participatory learning approach. It includes program solving, lecture discussions, case studies, group work, hands-on practical sessions, field work, and videos. Medium of instruction is English

## PARTICIPANTS

Tailored for personnel working as district and state health managers of NRHM, people interested in effective communication development from NGOs, media and academic organizations.

## VENUE

The program will be held at SRM University, Kattankulathur campus. Participants should be at the Venue on the evening of 14<sup>th</sup> March and plan on departing on the evening of the 20<sup>th</sup> March, 2010

## PARTICIPANT FEE

The fee is Rs. 18000/-. This include tuition, charges for training material, 3 -star Hotel accommodation (twin sharing) with food arrangements on campus.

## FACULTY

**Course Co-coordinator:** Ms Geetha Veliah, an expert in BCC, has a M.S. in Health Promotion and Community Health Education with over 12 years of experience in the field of Behavior Change Communication having worked with several non-profits in the area of Tobacco Control, Chronic Disease Management as well as in the area of Reproductive Health in the United States of America. Currently she is an Assistant Professor, School of Public Health, SRM University teaching Health Behavior and Behavior Change Communication to MPH students.

**Faculty:** Eminent faculty from School of Public Health and School of Journalism, SRM University with extensive experience in BCC will supplement this course.

## REGISTRATION

Those desirous of participating in this course should fill out the enclosed form and attach a DD / Cheque drawn in favor of Dean, School of Public Health, payable at Chennai and send it to:

Prof. Ch. Satish Kumar  
Dean, School of Public Health  
3<sup>rd</sup> Floor, Medical College Building,  
SRM Nagar, Kattankulathur – 603 203 Tamilnadu 9940636057  
Email: [dean@sph.srmuniv.ac.in](mailto:dean@sph.srmuniv.ac.in) Ph 044 – 27455771 Mobile (0) 9440636052

Last Date for receipt of application forms: **5<sup>th</sup> March 2010**

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### About the University

SRM University, located in Chennai, has a four decade legacy in education, currently the University provides courses ranging from Engineering, Medicine, Bio-technology, Architecture and Social Sciences. Today it is one of the largest private university in India with over 25,000 students from around the country and 2000 faculty members on the campus (for more details please see at website: [www.srmuniv.ac.in](http://www.srmuniv.ac.in)). Over time, SRM University has established academic and research links with various National universities and Institutes of repute.

### About The School of Public Health

Responding to the need and demand for the skilled, specialist public health workforce in the country, SRM University established the School of Public Health. The school aims at providing high quality public health education that meets the expectations of experts, government, NGOs and the health care industry. The school is guided by an expert advisory group chaired by Dr. Nirmala Murthy. The school has established many academic and research collaborations with universities within and outside India. School of Public Health offers a two year course on Master's in public Health (MPH).

### About the MPH program

The MPH degree is full-time 2 year residential program, with an equal emphasis on academics and hand-on experience. The first year of the course is devoted to class room learning to equip the students with an understanding of public health and its determinants, epidemiology, biostatistics, policy planning and environmental health. In the second year, the students specialize and also undergo a 6 month internship. The faculty consists of persons with long and varied experience in public health setting. The Faculty is guided by an advisory group consisting of very prominent individuals in public health in India and abroad. The course seeks to ensure that the students, on completion, will become a public health professional.

Dr. Nirmala Murthy  
Head of School  
of PH

