

**Training of Trainers In
Behavior Change Communication for effective
implementation of National Rural Drinking Water and
Sanitation Programme.**

(February 27 –March 2, 2012)



**Collaborative Effort of Ministry of
Drinking Water and Sanitation
Govt. of India**



**Department of Social Sciences
National Institute of Health and Family Welfare
Munirka, New Delhi-110067**

www.nihfw.org

Introduction

Safe Drinking Water and (SDW) Sanitation has been a subject of great concern nationally and internationally, simply because it has strong bearing on the quality of life of the people. As per estimates millions have got no access of safe drinking water across the world, and we are losing precious life due to diseases having direct and indirect relationship with water and sanitation. There are two major dimensions; one relates to the availability of safe drinking water and sanitation facilities, and the resources required for wider coverage and human resources to execute the policies and programmes. It is a broader dimension of drinking water and sanitation, which is gradually getting its due place in the eyes of Government. The other dimension is human behaviors of the people and their cultural beliefs with respect to the water and sanitation. The water and sanitation are two sides of the same coin. The cultural beliefs and the values attached to the water are equally important to the sanitation. There are several behavior specific components of sanitation, which simply need a positive mind-set and time to change the reality rather than economic support. The symbiotic relation between the people and agent of behavior change leading to effective communication and not only conversation can bring considerable change in the status of sanitation.

Emphasis on IEC component in Development Planning has always been there. The community mobilization through cost effective and user-friendly communication strategies is the need of the hour. This requires a very good understanding of human behavior, behavior change process and the media required to help local people in changing their behavior. The social communication approach therefore needs to be recognized as an important component of human resource development. The officials who are given responsibility of IEC need to be given a good training in the area of behavior change communication and community mobilization.

Objectives of the Training

- 1 To make the IEC officials understand the different facets of behavior associated with safe drinking water and sanitation.
- 2 To make the participants understand the process of 'human behavior change' and its 'measurable indicators' for effective implementation of National Rural Safe Drinking Water Programme
- 3 To develop skills in 'communication strategies' for effective Behavior Change Communication as a Change Agent.
- 4 To develop skills in mobilizing people in order to gather information for Change Agents in development Process (Tools and Techniques of PRA /PLA).
- 5 To Practice theory into Action, in terms of Field Practice.

Methodology-Participatory approach would be followed throughout the training. Mainly lecture discussion, experience sharing, field based discussion, brainstorming. Opportunities will be provided to enable the participants to engage in continuous

interaction, and communication. Many eminent personalities on the related issue and activists will be available during the training as resource person.

Duration- Five days (February 27, 2011 to March 2, 2012).

Nature/ Number of Participant

The IEC personnel, associated with National Rural Safe Drinking Water and Sanitation Programme. Total 25-30 Participants will participate in the training.

Course Outcome-The participants will be able to understand the symbiotic relation between the people and agent of behaviour change leading to effective communication. They will also learn the science of human behaviour change which if not applied, any amount of efforts fail to mobilise the people to the extent it is desirable. They will become agents of change.

Venue-Teaching Block, National Institute of Health and Family Welfare,
Munirka, New Delhi -110067.

Training Coordinating Team

Workshop Director: Prof.A.M.Khan

Workshop Coordinator: Mrs. Vandana Bhattacharya

Workshop Associate: Mrs. Rita Rani



About the Institute

The National Institute of Health and Family Welfare is a premier autonomous Institute, funded by the Ministry of Health and Family Welfare, Government of India. It has kept pace with the new thinking and substantially contributed to the health manpower development in the country. NIHF serves as an apex 'technical institute' as well as a 'think tank' to promote national health and family welfare programs in the country through education and training, research and evaluation, consultancy and advisory services, specialized projects, etc.



Location of the Institute

It is situated in South Delhi, near Jawaharlal Nehru University and Munirka DDA Flats. It is easily accessible from both the Indira Gandhi International Airport and the New Delhi Railway Station, approximately 7 kms. and 15 kms. , Respectively. Prepaid taxis/auto-rickshaws are available.



Accommodation

Good hostel accommodation and meals would be provided to the participants only, within the Institute's Campus.



Weather

Weather in February will be cold and the temperature will be min.6degree Celsius and max 25 degrees Celsius.



Last Date for Receiving Nominations

15th February, 2012. The Participants are requested to make travel plans on receipt of confirmation for participation from NIHFw. Electronic and FAX Communication will be appreciated.

Further Correspondence to be addressed to:

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