

€ TRAINING

Communication for Development (C4D)





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Introduction

Participants will learn about the field of communication for development in this course C4D. In order to encourage participation and engagement with kids, families, communities, and networks for positive social and behavioral change in both development and humanitarian contexts, C4D is an evidence-based strategy that makes use of a variety of communication tools, channels, and approaches. It incorporates knowledge and ideas from social, behavioral, and communication sciences.

In order to meet these new challenges and take advantage of chances for innovation to bring about behavior and social change, participants in this three-day course will need new and improved communication competencies.

Course Objectives

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

- Recognize the main theories relating to social change, culture, behavior, and development.
- Identify the main theories surrounding culture, communication, behavior, and social change.
- Describe the main terms, ideas, ideas, approaches, methods, and techniques of C4D.
- Recall the contributions that monitoring and evaluation, design, development, and implementation made to C4D programming.
- Determine the procedures involved in creating C4D strategies that are efficient, based on evidence, and respectful of human rights.

Targeted Audience

Practitioners in the field of communication for development C4D, students, and those with an interest in or responsibility for the creation and execution of social and behavior change communication initiatives.

Course Outline

Unit 1: Principles and Concepts in C4D

- Introduction to C4D.
- C4D Planning.
- C4D Implementation and Management.

Unit 2: C4D Research, Monitoring, and Evaluation

- Research, Monitoring and Evaluation Concepts.
- Participatory Research.
- The C4D Research, Monitoring and Evaluation Framework.

Unit 3: Theories of Behavior and Social Change in C4D

- The C4D theory of behavior and social change.
- Theories of interpersonal level change.



- Theories of community-level change.
- C4D Research and Planning Guided by Theory.