

# € TRAINING

Behavior Change and Communication  
Strategies



19 - 23 August 2024  
Madrid (Spain)



# Behavior Change and Communication Strategies

REF: Z2657 DATE: 19 - 23 August 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

This training program is designed to empower participants with the skills and knowledge necessary to drive social and behavioral change through effective communication and storytelling techniques.

## Program Objectives:

By the end of this program, participants will be able to:

- Grasp the fundamental principles of social and behavioral change theories and practices.
- Develop and implement interventions that influence positive behavior change.
- Leverage storytelling techniques to communicate messages effectively and emotionally.
- Improve verbal and non-verbal communication skills for impactful messaging.
- Assess the effectiveness of social and behavioral change interventions and storytelling efforts.

## Targeted Audience:

- Communication professionals.
- Social workers and community organizers.
- Health promotion and public health professionals.
- Educators and trainers.
- Nonprofit and NGO staff involved in advocacy and outreach.

## Program Outline:

### Unit 1:

#### Introduction to Social and Behavioral Change:

- Understand key theories and models of behavior change Health Belief Model, Social Cognitive Theory.
- Learn how to identify and prioritize behaviors that need to be changed.
- Conduct comprehensive audience analysis to understand their needs, beliefs, and barriers.

- Develop clear and measurable objectives for behavior change interventions.
- Analyze successful case studies of social and behavioral change initiatives.

#### Unit 2:

##### Designing Behavior Change Interventions:

- Utilize research methods to inform the design of interventions.
- Explore various techniques for influencing behavior change nudges, incentives, prompts.
- Craft persuasive messages that resonate with the target audience.
- Plan and structure comprehensive behavior change campaigns.
- Develop strategies for engaging and mobilizing communities and stakeholders.

#### Unit 3:

##### Storytelling for Impact:

- Understand the key elements that make a story compelling and impactful.
- Learn frameworks for structuring stories Hero's Journey, Three-Act Structure.
- Develop narratives that effectively convey messages and evoke emotions.
- Utilize visual aids and multimedia to enhance storytelling.
- Explore examples of how storytelling has been used to drive social change.

#### Unit 4:

##### Communication Skills for Impact:

- Master verbal and non-verbal communication techniques for different settings.
- Develop skills in persuasive communication to influence and motivate audiences.
- Improve public speaking skills to deliver impactful presentations.
- Utilize digital platforms and social media for broadening the reach of messages.
- Learn how to build trust and credibility with your audience through transparent and authentic communication.



## Unit 5:

### Monitoring and Evaluating Impact:

- Understand frameworks and methodologies for evaluating behavior change interventions.
- Learn techniques for collecting and analyzing data to measure impact.
- Develop mechanisms for receiving and incorporating feedback to improve interventions.
- Effectively communicate the results and impact of interventions to stakeholders.
- Implement continuous improvement processes to refine and enhance interventions over time.