



Social and Behaviour Change Training and Certification Programme for Practitioners

Accelerating High Impact Programmes



1. About the Social and Behaviour Change Short Course

USIU-Africa, Nairobi (through the Psychology Department, School of Humanities and Social Sciences) in partnership with the Centre for Behaviour Change and Communication (CBCC) provide a short course on Social and Behaviour Change (SBC).

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. This approach supports people-centred development and has been shown to influence lasting and sustainable behaviour change. There is thus a greater need to integrate and invest in SBC as a pillar in development planning and to facilitate high impact achievements and efforts to address the Sustainable Development Goals (SDGs).

2. Benefits of Enrolling for this SBC Training Programme

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

3. Programme Offered

The course that will be offered at USIU-Africa campus is: **Social and Behaviour Change Training and Certification Programme for Practitioners.**



Social and Behaviour Change Training and Certification Programme for Practitioners

Programme Description

The programme is 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 enroll 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 Enroll?

- Government managers at National and Regional levels.
- Senior and middle level officers in International and 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.

Duration: The course is a 5 week program offering a 1 day modular course each Friday

Mode of Delivery: Hybrid learning (4 weeks virtual and 1 week physical)

Registration and Application: www.usiu.ac.ke/social-behaviour-change-program



4. Training dates for the year 2023

The 2023 Social and Behaviour Change Training and Certification Programme for Practitioners' class will be offered between 27th Oct - 24th Nov.

5. Training Faculty

The SBC training programme is 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 Fee and Payment Details

The fee for the Social and Behaviour Change Training and Certification Programme for Practitioners is Ksh. 62,000.

7. Payment Details

Full payment is expected prior to commencement of the SBC course.
The banking details are as below:

The Co-operative Bank of Kenya Ltd

Co-op. Bank House Branch, Haile Selassie Ave, Nairobi
Account name: United States International University (USIU)
Account No. 01120002134100

Kenya Commercial Bank

Thika Road Mall

Account name: United States International
University (USIU)
Account Number: 1179516710

Mobile Payment Details

MPesa Paybill

Business Number: 516900

Account Number: [Your name], CBCC e.g.,
Mwanafunzi, CBCC

Amount:



8. Contacts

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