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COURSE BROCHURE

Communication for Development and Behaviour Change Training Course

12 – 16 July 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Communication for Development and Behaviour Change Training Course

Ref: 2032_74836 **Date:** 12 – 16 July 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Communication for Development and Behaviour Change is a 1-week training course for project officers and community mobilisers who need to shift household and community practices, who leave with a behaviour change communication strategy for one live initiative. Funders and communities now expect projects to show that people act differently, not merely that leaflets were printed. Jupiter Prime Training treats Communication for Development and Behaviour Change as listening, testing and adapting.

Why Communication for Development and Behaviour Change Matters Now

Three forces shape this field today. Funders increasingly tie support to measured shifts in practice such as handwashing or clinic visits rather than to outputs. Communities, connected through mobile phones and social platforms, answer back, share rumours and reject messages that ignore local reality. An initiative that treats communication as an afterthought wastes field budgets and erodes trust; one grounded in audience insight earns participation. The course rests on the socio-ecological model and on participatory communication practice.

Who Gains Most from Communication for Development and Behaviour Change

- Staff who design outreach activities for health, water, education or livelihood initiatives
- Field coordinators who run community dialogues, volunteer networks and household visits
- Officers who brief local radio, community leaders and faith networks on project messages
- Monitoring staff who track whether communication activities change reported and observed practices

Project teams that send an outreach lead, a field coordinator and a monitoring officer together gain most, because they can rebuild one strategy jointly.

Communication for Development and Behaviour Change Capabilities

Participants move from broadcasting messages to designing exchanges that help people sustain new practices.

- Map the barriers and enablers behind a target practice — framing the initiative's change objectives
- Segment audiences into primary, influencing and enabling groups — guiding where outreach effort goes
- Design participatory activities that let communities shape messages — strengthening local ownership
- Test draft materials with community members before release — protecting credibility with audiences
- Weigh interpersonal, community, mass and digital channels — informing the channel mix and budget
- Specify indicators of exposure, recall and practice — reporting change honestly to funders

Key Communication for Development and Behaviour Change Terms

- Social and behaviour change communication — the planned use of dialogue, media and community action to help people adopt healthier or more productive practices.
- Socio-ecological model — a view of behaviour as shaped by individual, family, community, service and policy layers.
- Formative research — enquiry carried out before design to learn what audiences believe, do and value about a practice.
- Pretesting — trying draft messages and materials with a sample of the intended audience to check understanding, appeal and acceptability.
- Social norm — the shared expectation within a group about what people typically do and what they ought to do.
- Theory of change — a stated chain of steps linking communication activities to intermediate shifts and the final practice sought.

Communication for Development and Behaviour Change Day by Day

Day 1: Development Context and Behaviour Drivers

- Socio-Ecological Model — Locating Practices Across Household, Community and Service Layers
- Problem Tree Analysis — Separating Root Causes From Visible Symptoms
- Behaviour Selection Matrix — Choosing Which Practice the Initiative Targets First
- Barrier and Enabler Mapping — Weighing Knowledge, Access, Norms and Motivation
- Theory of Change Pathway — Linking Outreach Activities to Intended Practice Shifts

Day 2: Audience Insight and Formative Research

- Audience Segmentation Grid — Distinguishing Primary, Influencing and Enabling Groups
- Focus Group Discussion Guides — Capturing Community Beliefs and Everyday Language
- Key Informant Interviews — Hearing Leaders, Health Workers and Teachers on Barriers
- Audience Profile Cards — Turning Research Findings Into Usable Design Briefs
- Social Norms Diagnosis — Identifying Who Sets Expectations Within a Community

Day 3: Participatory Communication and Message Design

- Community Dialogue Methods — Letting Residents Define Problems and Local Solutions
- Creative Brief Template — Fixing Audience, Desired Action, Benefit and Support Points
- Message Framing Choices — Balancing Gain, Loss, Identity and Practical Steps
- Participatory Theatre and Storytelling — Rehearsing New Practices in Familiar Settings
- Material Pretesting Protocol — Checking Comprehension, Acceptability and Cultural Fit

Day 4: Channels, Partners and Outcome Measurement

- Channel Mix Planning — Combining Interpersonal, Community Radio and Mobile Messaging
- Community Influencer Engagement — Briefing Religious Leaders, Elders and Volunteers
- Rumour Tracking Log — Responding to Misinformation Before It Spreads
- Indicator Ladder — Measuring Exposure, Recall, Intention and Reported Practice
- Most Significant Change Stories — Gathering Qualitative Evidence From Participants

Day 5: Practising the Behaviour Change Communication Strategy

- Applying Barrier Maps to a Live Initiative — Setting Strategy Objectives
- Applying Segmentation and Profiles — Prioritising Audiences for the Strategy
- Applying Channel and Partner Plans — Sequencing Activities Across a Year
- Peer Critique Panel — Stress-Testing Assumptions With Other Participants
- Behaviour Change Communication Strategy — Completing Objectives, Messages, Channels and Indicators

Applying Communication for Development and Behaviour Change After the Course

- Run two focus group discussions with a priority audience and update its profile cards.
- Pretest one existing poster or radio spot with residents and revise it using the pretesting protocol.

Communication for Development and Behaviour Change Questions FAQ

What is Communication for Development and Behaviour Change and why does it matter now?

It is the planned use of dialogue, media and community action to help people adopt new practices. It matters now because funders and communities judge initiatives by what people actually do differently.

Which roles gain most from Communication for Development and Behaviour Change training?

Outreach designers, field coordinators, community mobilisers and monitoring staff gain most. They share responsibility for turning project goals into practices households adopt.

How does Communication for Development and Behaviour Change differ from a corporate communication course?

It focuses on changing community practices rather than protecting an organisation's reputation. You work with formative research, social norms, participatory dialogue, pretesting and practice indicators.

What do you bring back from Communication for Development and Behaviour Change training?

You bring back a strategy draft for one of your own initiatives. It sets out the target practice, audience segments, barriers, messages, channels, partners and indicators.

Communication for Development and Behaviour Change: The Way Forward

The behaviour change communication strategy first informs which practice and which audience an initiative prioritises in its next phase. Outreach staff use it to plan activities and monitoring officers to set indicators. After the first fieldwork round, revisit the barrier map: a social norm, not missing knowledge, is often the real obstacle.