



**Batch
3**

Virtual Masterclass

Social and Behavior Change (SBC) – Understanding behavioral challenges and audiences to tailor more effective solutions



23rd - 25th
November, 2020(Online)



4:00 PM to 6:30 PM
(with 20 min. break)/Day



2 Hrs. & 10 Min/day
(Total 6.5 Hrs.)

The Context

A good social development project is one that, at its core, aims at changing behavior. However, behavioral change is tricky, and for most managers, is the most challenging part of a project. A focus on people affected by the interventions, therefore, has to be at the front-and-center. This becomes key to long term and sustainable impact and success of the project.

At CSRBOX, we believe that human behavior needs to be understood in a much more nuanced way, for tailoring interventions to fit local conditions. This makes the interventions more responsive to the target group's needs and hence helps increase the likelihood of changing behaviors in a sustainable manner.

With this, we have partnered with Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (CCP) to curate a Masterclass focusing on the how-tos of social & behavior change.

The Masterclass

This short course is designed for policy makers, civil society, partner organizations and program implementers facing challenges that require changing human behavior and social norms. The key behavioral challenges behind a problem need to be correctly identified and better understood. The P-Process is a framework that can offer a step-by-step approach to designing, implementing and evaluating behavioral interventions.

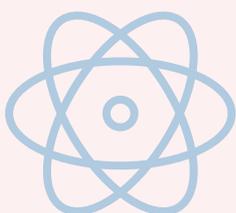
While the course will outline all the strategic steps involved in addressing a challenge through an SBC intervention (through the P-Process), it will take participants, in greater depth, through the process of identifying the behavioral challenges and then segmenting and profiling the relevant audience that needs to be addressed, while touching upon concepts of behavioral science and design thinking.

Topics Covered

- P-Process framework
- Audience segmentation and profiling
- Creating a problem statement for intervention design
- Some highlighted principles of behavioral science and design thinking

For Whom:

- NGOs and CSR departments
- Social Enterprises
- Students and academics



Learning Objectives:

By the end of this course, participants will:

- Have basic understanding of the steps involved in strategically designing, implementing and evaluating a behavioral intervention to address a selected problem.
- Be exposed to, and gain an introductory understanding of the concepts of behavioral science and design thinking as tools that can contribute to developing more successful approaches.

Trainers

Uttara Bharath Kumar

Uttara Bharath Kumar has over 27 years of experience in the field of health communication and behavior change.

Currently the Senior Social and Behavior Change (SBC) and Capacity Strengthening Advisor on the USAID Global SBC flagship program, Breakthrough ACTION, she has been with the Johns Hopkins University/Center for Communication Programs (CCP) since 1997, based in Baltimore, Zambia (11 years) and India. She is currently based in Chennai, providing regional technical expertise and support to programmes in Asia and Africa.

She is an experienced trainer and has led as well as co-facilitated a number of Leadership in Strategic Communication (LSC) workshops globally on behalf of Johns Hopkins University's Training and Capacity Strengthening Division. She has numerous conference presentations and publications to her credit, and has supported programmes in over 20 countries.

She co-founded Nalamdana (Are You Well?), a Chennai-based health communication NGO, in 1993 with a seed grant from the Echoing Green Foundation and was its executive director until 1996. She continues to actively serve on Nalamdana's Board of Trustees in an honorary capacity and provides technical guidance and fundraising support to Nalamdana's projects.

Ms. Bharath Kumar has a Masters degree in Public Health from the John's Hopkins Bloomberg School of Public Health (Baltimore, USA) and a BA from Wellesley College. (Massachusetts, USA). She is fluent in English, Tamil and Hindi.



Sanjeeta Agnihotri

Sanjeeta Agnihotri works as the Deputy Director at the Center for Communication and Change India, sister organization of the Johns Hopkins Center for Communication Programs (CCP) which is part of the Johns Hopkins Bloomberg School of Public Health, a globally recognized premier health institution. She is closely involved in managing and supporting CCC-I's programs on a wide range of public health





themes, such as AYSRH, family planning, disaster risk reduction, maternal and child health, non-communicable diseases (cancer prevention), tobacco control, immunization, RMNCH+A framework, risk communication patterns, etc. Here expertise lies in program management, social behaviour change communication (SBCC) and qualitative social research.

Sanjeeta is also the workshop manager of the annual Leadership in Strategic Communication Workshop (LSCW), South Asia region and leads sessions on Human Centered Design and Behavioral Economics as well as the renowned social and behaviour change model the 'P-process'.

She is the focal point for Springboard India, an online platform for health communication practitioners in India to network, share and learn. In the process of launching and moving Springboard activities in India, she was involved with academic institutions, government departments, NGOs, development partners all over the country to build a case for knowledge sharing for health and communication in India.

She holds a Master's degree in Social work (specialization in Social Welfare) from Jamia Milia University and BA from Lady Shri Ram College for Women, Delhi University.

Fees (inclusive of taxes)

National

Early Bird: INR 3,540 (till 6th November 2020)

Standard: INR 4,720 (from 7th November onwards)

International

Early Bird: USD 65+taxes (till 6th November 2020)

Standard: USD 85+ taxes (from 7th November onwards)

Registration Deadline: 20th November, 2020 (subject to availability of the seats)

Registration Process (limited seats)

Online Payment

Please click here for registrations and online payment <https://bit.ly/3joLJJU>

NEFT/ Bank Transfer

Download the offline form from here <https://bit.ly/3odhqJP> and fill your details. Once completed please send the same along with payment receipt to prachi@csrbox.org

Bank Details for Payment Transfer

Account Name: Renalysis Consultants Pvt Ltd.

Bank Name: HDFC Bank Ltd

Branch: Shikohpur (Haryana)

Account Type: Current Account

Bank Account Number: 50200008642388

IFSC CODE: HDFC0003526

Contact

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For any immediate escalations or to know more about the Impact Academy, please feel free to write to pooja@csrbox.org

Terms & Conditions

- Registration fee is non-refundable; however, nominee name can be changed.
- Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days. You will receive the details to access the online masterclass along with reading material latest by 21st November, 2020.





About the Impact Academy by CSRBOX

Housed in the Impact Experience Centre and Academy (Impact XPA), Impact Academy is a learning and knowledge centre for impact sector professionals including CSR Heads, CSR Managers, Impact Investors, Philanthropists, Non-Profit leaders, Fund-Raising teams etc. The academy hosts periodic boot camps, meet-ups, networking sessions and exclusive courses for the impact sector professionals. With a motto to collaborate, capacitate and create impact, the Academy bring to you some of the best innovators, professionals and change makers from the Social Sector to share knowledge and insights regarding the latest trends, and help you build your capacities and stay abreast in a fast changing world.

About the John Hopkins Bloomberg School of Public Health Center for Communication Programs

The Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (CCP) uses strategic behavior change communication (SBC), knowledge management, advocacy, capacity-building, and research and evaluation to help people make healthier choices. With over 60 projects in 40 countries CCP's major donors including USAID, BMGF, UNICEF, DFID, and more. CCP has facilitated courses on Leadership and Strategic Communication for Social and Behaviour Change globally for over 30 years.

About the Centre for Communication and Change – India (CCC-I)

The Centre for Communication and Change – India (CCC-I) is the sister organization of the Johns Hopkins (CCP), registered as a trust in India in 2012 to provide quality social and behaviour change (SBC), research and strategic design expertise in country. This includes building local capacity for SBC among government and partners, and co-facilitating the Leadership in Strategic Communication (LSC) course in India for the last 10 years.

About CSRBOX

CSRBOX is India's leading CSR knowledge and impact intelligence driven collaboration platform for the development community. It serves as an enabler, encouraging partnerships between CSR stakeholders. At CSRBOX, we are committed to the idea of advancing social impact and change. Whether you are a Donor agency looking to invest in transformative and sustainable projects or an implementation leader dedicated to accomplish your organization's goals, CSRBOX can help you achieve your objectives. With years of experience in working on social development projects with nonprofits, corporate and social enterprises, we excel in catalyzing the vibrant social transformation movement in India by driving collaborations and partnerships for good. With research, strategy and designing tailored programs in the CSR ecosystem, we help our clients solve their most challenging issues.
