

# SCHOOL OF PUBLIC HEALTH

## SHORT COURSES 2012



## Division of Social and Behaviour Change Communication



### General Course Information

All courses are offered in intensive one-week blocks, from 8:30 am to 5:00pm. The courses are designed for adult learning and include a mixture of lectures, interactive discussions, group work and individual assignments. There are also pre-readings and homework assignments during the week. All participants receive course packs with reading materials. Those completing the full week are eligible for a Certificate of Attendance. At no additional cost, participants can opt to complete a take-home written assignment. Those that pass are eligible for a Certificate of Competence. However, please note that no certificate will be awarded if the assignment is failed.

### Application Instructions

To apply, the following are required:

- Recent C.V.
- Letter of motivation specifying the course name, your background and your specific learning objectives. In the letter you must specify whether you intend to take the course for a certificate of Attendance or Competence (see General Course Information)

Email the above to [sara.nieuwoudt@wits.ac.za](mailto:sara.nieuwoudt@wits.ac.za) AND [vanashree.moodley@wits.ac.za](mailto:vanashree.moodley@wits.ac.za) by the specified closing date. **Please note that you will only be contacted about the status of your application following the closing date.**

### Course Cost

- R2500 per course – Staff and students at Wits
- R5000 per course – Outside university

Please note that the course costs do not include travel, accommodation or meals. Tea breaks are provided in the mornings.



## Applying Social and Behaviour Change Theory to Practice

Course Codes:  
Attendance: SPUH0051  
Competence: SPUH0044  
Dates: 27 February to 2 March, 2012

Theory is fundamental to understanding the factors that underlie and influence human behaviour and social change dynamics. Skills in applying theory are critical to capacity development in designing, implementing, and evaluating programmes that address health issues.

This course will develop the capacity of professionals to:

- Describe predominant behavioural and social theories and models that are linked to health outcomes such as HIV/AIDS and other infectious diseases at individual, interpersonal, community and societal levels. Examples include: Health Belief Model, Transtheoretical model, Social Cognitive Theory, Diffusion of Innovation, Social Networks, Gender & Power and the Socio Ecological model.
- Assess the effectiveness of different theories or models in achieving change.
- Apply theories to the design and evaluation of health communication interventions

**Closing date for applications: 27 January, 2012**



## Research, Monitoring and Evaluation for Social and Behaviour Change Communication

Course Codes:  
Attendance: SPUH0054  
Competence: SPUH0046  
Dates: 26 to 30 March, 2012

Understanding how to strategically target communication and determining whether or not such strategies are effective at bringing about social or behavioural change requires a particular set of knowledge and skills in the area of research, monitoring and evaluation.

This course will develop the capacity of professionals to:

- Discuss the role of research, monitoring & evaluation within a programme planning cycle
- Differentiate between and critique different evaluation designs and types, including participatory methods
- Discuss various methods for conducting formative research to inform the development of interventions, messages and programmes
- Demonstrate competence in conducting audience reception research for SBCC using at least one research method appropriate to program context and resources
- Develop relevant indicators for measuring both process and results and develop an associated monitoring plan, including data collection tools
- Identify key steps in managing monitoring and evaluation

**Closing date for applications: 24 February, 2012**



## Planning and Implementing Social and Behaviour Change Communication

Course Codes:  
Attendance: SPUH0052  
Competence: SPUH0047  
Dates: 25 to 29 June

Communication is commonly used to promote health and motivate change at multiple levels, from motivating an individual to eat healthier foods to changing social norms and influencing legislative frameworks around smoking. Much has been learned through these efforts over time and in different contexts. This course introduces participants to essential frameworks and tools to enhance both the planning and implementation of SBCC.

This course will develop the capacity of professionals to:

- Discuss the frames of health promotion and SBCC, including a historical perspective
- Differentiate between health education, health promotion, and SBCC
- Explain the kind of data required to conduct a situational analysis and to select appropriate intervention approaches
- Discuss behavioural theory at different levels of the ecological framework
- Explain commonly used planning frameworks in health promotion and SBCC
- Apply the PRECEDE-PROCEED model, including development of multi-level objectives, aspects of intervention mapping and incorporation of theoretical constructs
- Explain the role of intersectoral collaboration in health promotion

**Closing date for applications: 25 May, 2012**

