Behavioral Change Communication (BCC) Training Course

Professional Development Training Course Outline

Category	Community Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Behavioral Change Communication (BCC) has become a critical strategy in modern public health, community development, social marketing, and policy advocacy. In an era characterized by rapid digital transformation, data-driven decision-making, and global health challenges, organizations must adopt evidence-based communication strategies that influence attitudes, beliefs, and behaviors. Behavioral Change Communication Training Course equips professionals with practical tools to design, implement, and evaluate impactful communication interventions that address complex behavioral challenges. Through the integration of strategic communication planning, audience segmentation, behavioral science, and digital engagement techniques, participants will gain the expertise required to promote sustainable behavioral transformation across diverse populations.

The course emphasizes innovative methodologies such as social and behavior change communication (SBCC), participatory communication models, persuasive messaging, community mobilization, and digital outreach strategies. Participants will learn how to analyze behavioral determinants, design culturally sensitive communication campaigns, and measure behavioral outcomes using advanced monitoring and evaluation frameworks. By combining theoretical foundations with real-world case studies, this program ensures that participants develop practical competencies necessary to drive measurable impact in public health campaigns, environmental initiatives, governance reforms, and social development programs.

Programme Curriculum

Behavioral Change Communication (BCC) Training Course

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Course Objectives

1. Understand the fundamental principles of behavioral science and behavioral change communication strategies.
2. Develop data-driven communication campaigns using audience segmentation and behavioral insights.
3. Apply social and behavior change communication (SBCC) frameworks for effective public engagement.
4. Design persuasive messaging strategies using digital communication and storytelling techniques.
5. Conduct behavioral analysis and identify key determinants influencing human behavior.
6. Integrate community mobilization strategies to strengthen grassroots participation.
7. Utilize digital platforms and social media analytics for targeted behavioral communication campaigns.
8. Develop evidence-based interventions that promote sustainable behavior change.
9. Implement participatory communication approaches for inclusive development initiatives.
10. Apply monitoring and evaluation frameworks to measure behavioral communication outcomes.
11. Strengthen advocacy communication strategies for policy influence and social change.
12. Enhance crisis communication strategies to address misinformation and behavioral risks.
13. Build integrated multi-channel communication strategies for long-term behavioral impact.

Organizational Benefits

- Strengthens strategic communication capabilities within organizations
- Enhances the effectiveness of public health and social development programs
- Improves community engagement and stakeholder participation

- Supports evidence-based program design and policy advocacy
- Strengthens digital communication and outreach strategies
- Enhances monitoring and evaluation capacity for behavioral programs
- Promotes sustainable behavior change interventions
- Improves organizational reputation and social impact outcomes
- Encourages cross-sector collaboration and knowledge sharing
- Builds long-term capacity for behavior change program implementation

Target Audiences

- Public health professionals
- Communication and media specialists
- NGO and development practitioners
- Government policy and program officers
- Social marketing and advocacy professionals
- Community development practitioners
- Behavioral scientists and researchers
- Program managers and project coordinators

Course Duration: 5 days

Course Modules

Module 1: Foundations of Behavioral Change Communication

- Introduction to behavioral change communication concepts
- Key behavioral science theories and frameworks
- Understanding human behavior and decision-making processes
- Determinants of behavior change in communities
- Role of communication in influencing social norms
- Case Study: Designing a behavioral communication campaign to increase vaccination uptake in rural communities

Module 2: Audience Analysis and Segmentation

- Importance of audience segmentation in communication strategies
- Techniques for identifying target audiences and behavioral determinants

- Stakeholder mapping and audience profiling
- Data collection methods for audience insights
- Use of behavioral data for targeted messaging
- Case Study: Audience segmentation strategy for improving maternal health practices

Module 3: Strategic Communication Planning

- Communication strategy development frameworks
- Setting behavioral communication objectives and outcomes
- Message framing and persuasive communication design
- Multi-channel communication planning
- Integration of communication within development programs
- Case Study: Strategic planning of a national sanitation awareness campaign

Module 4: Social and Behavior Change Communication Approaches

- Social marketing and behavior change communication models
- Community participation and empowerment strategies
- Peer education and influencer engagement approaches
- Cultural considerations in communication interventions
- Behavioral nudges and persuasive messaging techniques
- Case Study: Community-led behavioral campaign for reducing plastic waste

Module 5: Digital Communication for Behavior Change

- Digital platforms and tools for behavioral communication
- Social media campaigns for public engagement
- Content development for digital advocacy
- Data analytics and online engagement measurement
- Combating misinformation through digital communication
- Case Study: Social media behavioral campaign promoting mental health awareness

Module 6: Community Engagement and Mobilization

- Participatory communication approaches for behavior change
- Community dialogue and facilitation techniques
- Building trust and credibility with communities

- Partnership development with local stakeholders
- Mobilizing grassroots movements for social change
- Case Study: Community mobilization strategy to promote safe water practices

Module 7: Monitoring and Evaluation of BCC Programs

- Designing monitoring frameworks for behavior change interventions
- Indicators for measuring behavioral outcomes
- Data collection tools and impact assessment methods
- Evidence-based reporting and communication results
- Learning and adaptive management strategies
- Case Study: Evaluation of a national HIV prevention communication campaign

Module 8: Advocacy, Policy Communication, and Sustainability

- Advocacy communication strategies for policy influence
- Building coalitions and stakeholder partnerships
- Sustainability planning for behavior change programs
- Ethical communication and responsible messaging
- Scaling successful behavioral communication initiatives
- Case Study: Advocacy campaign influencing national tobacco control policies

Training Methodology

- Interactive lectures and expert-led presentations
- Participatory group discussions and knowledge exchange
- Practical workshops on communication strategy development
- Simulation exercises and behavioral campaign design
- Case study analysis and real-world scenario evaluation
- Role-playing sessions for persuasive communication practice
- Digital communication tool demonstrations
- Monitoring and evaluation framework development exercises
- Peer learning and collaborative project work
- Final action planning for behavioral change communication programs

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com