**CSK 3212 CHANGING BEHAVIOR THROUGH COMMUNICATION**  
The goal of many communication initiatives is to encourage some type of behaviour change. Communication professionals who understand how people change their behaviour can create more successful campaigns. This course surveys major theories used to predict when and under what circumstances individuals are most likely to change their behaviour. Behaviour change includes a variety of actions, such as voting for a candidate, purchasing a product, joining a social networking group, or adopting a new health habit. Individual-level, interpersonal-level, and community-level models of change are covered. By becoming familiar with specific theories and the empirical support for those theories, students learn how to use social-science based models to guide their communication strategies effectively.

**Course Content:**

Introduction

* Defining Behaviour Change, Behavior Change Communication
* The behaviour change process
* Behaviour change theories
* Principles of changing behaviour

Behaviour change programs

* Defining the problem
* Audience targeting
* Conducting format assessment
* Segment target population
* Defining communication and Behaviour change objectives
* Selection of communication channels
* Designing key messages and materials
* Pre-testing materials and messages

Dissemination, Implementation, Monitoring and Evaluation

* Message dissemination
* Monitoring BCC programs
* Evaluation and re-planning
* Evaluation of message effect

Designing a communication strategy

* Introduction
* Steps
* Key elements

Effective of behaviour change communication

* Commanding attention
* Catering for the heart and mind
* Clarity of message
* Consistency checks
* Communicating a benefit
* Creating trust
* Calling for action

**Learning Outcomes:**

By the end of the course students should be able to:

1. Use behaviour change models in any context of change
2. Develop appropriate strategies for dealing with behaviour change for development purposes

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Fraser C &Restropo E. S, (2000) Communication for Development Human Change For Survival, New York, IB Tauris Publishers

Melkote, Srinivas R (2000) Communication for Development in the Third World: Theory & Practice, Sage Publications, New Delhi

Lahey, L. &Kegan, R. (2002). How the way we talk can change the we work: Seven Languages of Transformation.