

### **About the Institute**

The National Institute of Health And Family Welfare (NIHFW) came into existence on March 9<sup>th</sup>, 1977 after the merger of two former institutions namely, National Institute of Health Administration and Education and National Institute of Family Planning. It acts as an 'apex Institute' and a 'think tank' for the promotion of health and family welfare programmes in the country and is known for its education, training, research, evaluation and consultancy, advisory and other specialized services.

### **Basic Educational activities**

The educational activities of the Institute contribute to health manpower development for better management of health and family welfare programmes in the country. These courses are need based and multidisciplinary in nature. They include (i) Three year post Graduate Degree M.D. In Community Health Administration; (ii) a two year Post Graduate Diploma in Health Administration; and (iii) Six courses through Distance Learning mode namely, Diploma in Health and Family Welfare Management, Hospital Administration, Health communication, Public Health Nutrition & Applied epidemiology. These are of one year duration.

### **Trainings and Workshops**

The institute organizes around 50-60 training courses and workshops (intra-mural and extra-mural), every year with an objective to (i) familiarizing the participants with the goals and objectives of health and family welfare programmes; (ii) updating their knowledge and understanding of operational difficulties in implementation; and (iii) suggesting remedial measures to overcome constraints in specialized areas.

### **Research and Evaluation**

The Institute gives priority attention to research work in different aspects of health and family welfare.

### **Specialized Services**

Specialized services of the Institute include clinical, documentation, printing and publications. The clinical work in relation to infertility, reproductive disorders, especially endocrinology and sexual dysfunctions deserve mention. The reference, referral, press clipping and bibliographic services of National Documentation Centre.

### **Advisory and Consultancy Services**

The Director and faculty members of the Institute provide advisory and consultancy services to various national, international and voluntary organizations in various capacities.

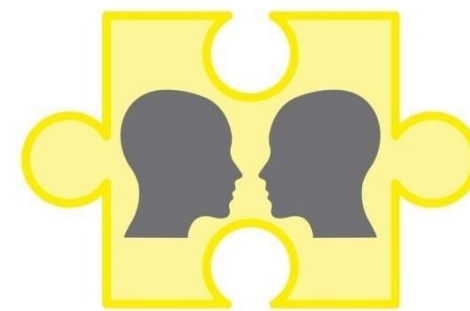
### **Course coordinating Team**

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## **CAPACITY BUILDING OF HEALTH SUPERVISORS AND TUTORS OF ANM TRAINING CENTERS IN SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION (SBCC) UNDER NHM**

9<sup>th</sup> – 13<sup>th</sup> January, 2023

**Last date for nominations**  
16<sup>th</sup> December, 2022



Communication  
**Matters**



**Department of Communication**  
**The National Institute of Health and Family Welfare**  
**Munirka, New Delhi- 110 067**  
**Web Site: www.nihfw.org**

### **Capacity building course on 'SBCC'**

The second phase of Reproductive and Child Health Program (2005-2010) envisages emphasis on behaviour change and demand generation. The Behaviour Change Communication (BCC) component in the National RCH II PIP describes an ambitious shift from the IEC approaches of RCH I to more and evidence-based BCC for RCH II and outlines organizational and capacity enhancement to achieve this. Since the start of RCH II, coinciding with the launch of NHM, there has been an energetic response to the need to raise the profile of NHM, publicize schemes and build a grassroots infrastructure with potential for interpersonal communication.

The basic purpose of communication in health is to bring about desirable changes in people's behaviour. Change in behaviour among people does not take place overnight. It is a slow process. Because people would continue their present way of thinking and doing until they have a new learning experience that makes them to reject the present behaviour and adopt new ones. It depends upon how for the frontline health functionaries are knowledgeable about the people whom they are dealing with in terms of their knowledge, attitude, practice, socio-economic status, language, etc. but also their capacity in designing a suitable communication programme for implementation of National Health Mission (NHM).

Therefore, NHM seeks to provide effective health care to the rural population, especially the disadvantaged groups; including women and children, by improving access, enabling community ownership and demand for services, strengthening public health systems for efficient service delivery, enhancing equity and accountability and promoting decentralization. Thus, the role of Health Supervisors and tutors of ANM training centers becomes very crucial and therefore, they have been oriented to both 'communication skills' and 'NHM' in this course from January 9 to 13, 2023. This course is organized by the institute in online mode.

### **General Objective**

To enable the participants to develop their understanding about Social Behaviour Change Communication (SBCC) for effective implementation of National Health Mission (NHM)'.

### **Specific Objectives**

At the end of the training course, the participants shall be able to:

- ❖ Understand the role and responsibilities of ANM Health Supervisors and tutors of ANM training centers in NHM;
- ❖ List out the NHM priorities at community level;
- ❖ Appreciate the importance of communication including Inter personal Communication;
- ❖ Undertake community need assessment through PLA techniques for designing an effective BCC strategy;
- ❖ Prepare communication action plan for implementation of NHM; and
- ❖ Design suitable monitoring and evaluation system for BCC activities under NHM.

### **Course Contents**

- Fundamentals of communication
- Behavior Change Communication (BCC)
- Key Communication Media including electronic media
- Interpersonal Communication and Advocacy
- Community Need Assessment through PLA
- Communication Action Plan
- Monitoring and Evaluation

### **Methodology**

The orientation to basic concepts would be done through lecture-discussion methodology. Webinars would be organized for selected topics

### **Category & Number of Participants**

Health Supervisors and tutors of ANM training centers.

Number of participants: 25-30

### **Course fee**

Course fee of Rs. **5000/-** per participant is to be paid by sponsoring organization/participant, vide DD in favour of Director, NIHFWS payable at New Delhi by 16<sup>th</sup> December, 2022 . It can also be deposited through online transaction in the name of Director, NIHFWS, Branch Name: SBI, NIHFWS, IFSC Code: SBIN0010439, A/c: 10932790787.

**Please provide contact details of the candidate:**

**Name**

**Designation:**

**Address for communication:**

**Telephone (M):**

**E. Mail:**

**Course Fee payment details:**