

- **Mefalopulos, Paulo.** (2008). *Development Communication Sourcebook- Broadening the Boundaries of Communication*, The World Bank.
- **Melkote, R.S., Singhal, A., Shirley, S., & Edna Holt Marston, H. E.** (2021). *Handbook of Communication and Development*. Edward Elgar Publishing. ISBN: 978 1 78990 634 9.
- **Murthy, D V R.** (2006). *Development Journalism, What Next?* New Delhi: Kanishka Publications. ISBN 8173918457.

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**Bachelors in Arts with Community Science
Category-V**

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 8-HSC:
SOCIAL AND BEHAVIOUR CHANGE: CONCEPTS AND APPLICATIONS**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Social and Behaviour Change: Concepts and Applications	4	2	0	2		Appeared in Foundations of Communication

Learning Objectives

- To comprehend the principles, methodologies, and theories underpinning Social and Behaviour Change Communication (SBCC)
- To gain an understanding of the connections between communication strategies and behavioural change
- To explore the application of SBCC concepts to specific areas such as health and environmental issues
- To design effective strategies for Social and behaviour change communication that address a variety of social challenges

Learning Outcomes

The students would be able to

- Learn the principles, methodologies, and theories of Social and Behavior Change Communication (SBCC)
- Gain an understanding of the connections between communication strategies and behavior change
- Explore the application of SBCC concepts in areas like Health and environmental communication
- Design effective strategies for behavior change communication.

THEORY

(Credits 2; Hours 30)

UNIT I: Foundations of Social and Behaviour Change Communication 08 Hours

The unit provides an overview of the concept and relevance of Behaviour Change Communication (SBCC). This unit covers the core concepts, principles, and approaches of BCC. It deeply explores the role of communication in influencing behaviour, focusing on Participatory and inclusive communication.

- Introduction to SBCC: Definition and scope of SBCC. Evolution of Communication for Development.
- Paradigm shifts in SBCC
- Key Concepts and Approaches: Principles of SBCC, Approaches to SBCC, Role of Culture, Norms and values in SBCC, Behaviour change vs. social change, Importance of participatory and inclusive communication.
- Participatory and inclusive communication, Role of Mass media, interpersonal communication, social media in behavior change, Community-based communication approaches.

UNIT II: Theories of SBCC 08 Hours

This unit focuses on the important SBCC theories and models, the application of the Theory of Change in understanding and implementing SBCC

- Theories of Behavior Change: Socio-Ecological Model, Stages of Change, Health Belief Model, Social Cognitive Theory, Theory of Planned Behavior, Diffusion of Innovations, Social Network theory and others.
- Understanding the concept and application of Theory of Change in SBCC

UNIT III: Tools and Techniques for SBCC 07 Hours

This unit focuses on the need for structured SBCC strategies and the steps involved in strategy design. It also reviews national SBCC campaigns to highlight best practices and challenges Need and Relevance of SBCC Strategies, Role of SBCC in achieving sustainable development goals (SDGs), Steps in SBCC Strategy Development

- SBCC Strategy Design and Implementation, Human Centred Design, Design
- Thinking and Principles of effective BCC strategy implementation.
- Analysis of Barriers and enablers in the design and implementation of strategies. Role of partnerships, policy advocacy, and community mobilization in campaigns.
- Flagship campaigns (e.g., India's Pulse Polio Campaign, Swachh Bharat Abhiyan, or HIV/AIDS awareness initiatives)- Analysis of Strategies & Approaches

UNIT IV: Application of SBCC to Social Issues 07 Hours

This unit examines the application of SBCC in addressing health, environmental, and social justice issues. It emphasizes campaign design, implementation, and the importance of monitoring and evaluation to ensure program success.

- SBCC for Health & Nutrition: Addressing issues of health, nutrition & well-being. Campaigns on vaccination, nutrition, maternal health, HIV/AIDS, and mental health, combating stigma and misinformation in health communication

- BCC for Environment & Sustainable Development: promoting climate action and sustainability, engaging communities in waste management and conservation efforts, role of media in promoting environmental communication
- Gender & Social Justice: Addressing gender equality and empowerment, Using SBCC to combat discrimination and promote inclusion
- Monitoring and Evaluation (M&E): Importance of M&E in SBCC programs, Key indicators for assessing impact, Tools and techniques for tracking progress and refining strategies.

PRACTICAL **(Credit 2; Hours 60)**

1. Critical analysis of SBCC campaigns from a socio-ecological perspective
2. Analysis and interpretation of Health and environment-related indicators
3. Designing SBCC campaign for social and developmental issues
4. Review of policy initiatives in Health & Environment
5. Evaluation of IEC material of various SBCC campaigns on health
6. Evaluation of IEC material of various SBCC campaigns on environment

Essential Readings

UNIT I

The unit provides an overview of the concept and relevance of Behaviour Change Communication (SBCC).

- **Atkin, C.K. & Rice, R.E.** (2012) Theory and Principles of Public Campaigns. In C. Atkins & R Rice (EDS) Public Communication Campaigns. Newbury Park, CA: Sage
- **Cox, R.** (2006) Environmental Communications and the Public Sphere. Thousand Oaks, CA:Sage.
- **McKee, N., Manoncourt, E., Chin, S. Y., & Carnegie, R.** (2000). Involving people, evolving behavior. Penang: Southbound. •
- **Rogers, E. M.** (2003). Diffusion of innovations (5th ed.). Free Press.
- **Subedi, N R,** (2008). Advocacy Strategies and Approaches: A Training of Trainers

UNIT II

This unit focuses on the important SBCC theories and models, the application of the Theory of Change in understanding and implementing SBCC

- **Atkin, C.K. & Rice, R.E.** (2012) Theory and Principles of Public Campaigns. In C. Atkins & R Rice (EDS) Public Communication Campaigns. Newbury Park, CA: Sage
- **Cox, R.** (2006) Environmental Communications and the Public Sphere. Thousand Oaks, CA:Sage.
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UNIT III

This unit focuses on the need for structured SBCC strategies and the steps involved in strategy design.

- **Atkin, C.K. & Rice, R.E.** (2012) Theory and Principles of Public Campaigns. In C. Atkins & R Rice (EDS) Public Communication Campaigns. Newbury Park, CA: Sage

- **Cox, R.** (2006) Environmental Communications and the Public Sphere. Thousand Oaks, CA:Sage.
- **McKee, N., Manoncourt, E., Chin, S. Y., & Carnegie, R.** (2000). Involving people, evolving behavior. Penang: Southbound. •
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- **Subedi, N R,** (2008). Advocacy Strategies and Approaches: A Training of Trainers

UNIT IV

This unit examines the application of SBCC in addressing health, environmental, and social justice issues.

- **Atkin, C.K. & Rice, R.E.** (2012) Theory and Principles of Public Campaigns. In C. Atkins & R Rice (EDS) Public Communication Campaigns. Newbury Park, CA: Sage
- **Cox, R.** (2006) Environmental Communications and the Public Sphere. Thousand Oaks, CA:Sage.
- **McKee, N., Manoncourt, E., Chin, S. Y., & Carnegie, R.** (2000). Involving people, evolving behavior. Penang: Southbound. •
- **Rogers, E. M.** (2003). Diffusion of innovations (5th ed.). Free Press.
- **Subedi, N R,** (2008). Advocacy Strategies and Approaches: A Training of Trainers

Suggested Readings

- **Ashford, J. B., LeCroy, C. W., & Lortie, K.L.** (2010). Human Behavior in the Social Environment: A Multidimensional Perspective (4th ed.). Belmont CA: Wadsworth/ Thomson Learning.
- **Glanz, K., Rimer, B. K., & Viswanath, K.** (Eds.). (2015). Health behavior: Theory, research, and practice (5th ed.). Jossey-Bass.
- **Kotler, P. & Lee, N.** (2011). Social Marketing: Influencing Behaviors for Good, 4th Ed. Thousand Oaks, CA: Sage Publications. (K&L) •
- **Rogers, E. M.** (2003). Diffusion of innovations (5th ed.). Free Press.
- **Schiavo, R.** (2013). Health communication: From theory to practice (2nd ed.). Jossey-Bass.
- **Servaes, J.** (Ed.). (2020). Sustainable development and communication in global change. Springer.
- **UNICEF.** (2016). Communication for Social and Behaviour Change Module 2: Theories of Communication for Development and Social Change. SBC Warehouse. Accessible at <https://iec.unicef.in/document/communication-for-social-and-behaviour-change-module-2-theories-of-communication-for-development-and-social-change>
- **UNICEF.** (2016). Communication for Social and Behaviour Change Module 6: Strategy Design: Planning Models, Processes and Levels of Intervention. SBC Warehouse. Accessible at <https://iec.unicef.in/document/communication-for-social-and-behaviour-change-module-6-strategy-design-planning-models-processes-and-levels-of-intervention>

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