

DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HH 7C1: SOCIAL & BEHAVIOUR CHANGE COMMUNICATION

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit Distribution of the Course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Social & Behaviour Change Communication DSE HH 7C1	4	2	0	2	Studied up to Semester VI	NIL

Learning Objectives

- To understand the concept of Social and Behaviour Change Communication (SBCC) and comprehend its principles, methodologies, and theories.
- To explore the application of SBCC concepts to specific areas such as health and environmental issues
- To design effective strategies for social and behavior change communication that address a variety of social issues and challenges.

Learning Outcomes

The students would be able to:

- Gain an understanding of the connections between communication strategies and behavior change and learn the principles, methodologies, and theories of Social and Behavior Change Communication (SBCC)
- Develop knowledge and functional skills to apply SBCC concepts to various domains such as Health and environmental communication
- Critique and innovate current strategies for social and behavior change communication that will address a variety of social challenges

SYLLABUS OF DSE HH 7C1

Theory (Credits 2; Hours 30)

UNIT I: Foundations of Social and Behavior Change Communication

10 Hours

The unit provides an overview of the concept and relevance of Social and Behavior Change Communication (SBCC) including core concepts, principles, and theories. It includes various theoretical models of behavior change.

- SBCC: Introduction, Definition and scope, Significance of communication strategies for behavior change, Paradigm shifts in SBCC
- Key Concepts and Approaches of SBCC: Behavior change vs. social change Principles and Approaches, Role of Culture, Norms and values for behavior change
- Participatory and inclusive communication, Role of Mass media, interpersonal communication, social media in behavior change, Community-based communication approaches.
- 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.

UNIT II: Tools and Techniques for SBCC

10 Hours

This unit focuses on the need for structured SBCC strategies, the application of the Theory of Change, 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), Understanding the concept and application of Theory of Change in SBCC, Steps in SBCC Strategy Development
- SBCC Strategy Design and Implementation, Human Centered Design, Design Thinking and Principles of effective SBCC 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 III: Application of SBCC to Social Issues

10 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
- SBCC 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
(Credits 2; Hours 60)

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

Essential Readings

- 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 Manual*. International

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)
- 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>

Note: Examination scheme and mode shall be prescribed by the examination branch, University of Delhi from time to time.