

**DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HP 7C2: 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		
Behaviour Change Communication DSE HP 7C2	4	2	0	2	Class XII	Nil

Learning Objectives

- To comprehend the principles, methodologies, and theories underpinning Behaviour Change Communication (BCC)
- To gain an understanding of the connections between communication strategies and behavioural change
- To explore the application of BCC concepts to specific areas such as health and environmental issues
- To design effective strategies for 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 Behavior Change Communication (BCC)
- Gain an understanding of the connections between communication strategies and behavior change
- Explore the application of BCC concepts in areas like Health and environmental communication
- Design effective strategies for behavior change communication that will address a variety of social challenges

SYLLABUS OF DSE HP 7C2

**THEORY
(Credit 2; Hours 30)**

UNIT I: Foundations of Behaviour Change Communication

7 Hours

The unit provides an overview of the concept and relevance of Behaviour Change Communication (BCC). 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 BCC: Definition and scope of BCC. Evolution of Communication for Development.
- Paradigm shifts in BCC
- Key Concepts and Approaches: Principles of BCC, Approaches to BCC, Role of Culture, Norms and values in BCC, 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 BCC

10 Hours

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

- 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 BCC

UNIT III: Tools and Techniques for BCC

7 Hours

This unit focuses on the need for structured BCC strategies and the steps involved in strategy design. It also reviews national BCC campaigns to highlight best practices and challenges

- Need and Relevance of BCC Strategies, Role of BCC in achieving sustainable development goals (SDGs), Steps in BCC Strategy Development
- BCC 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 BCC to Social Issues

6 Hours

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

- BCC 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 BCC to combat discrimination and promote inclusion
- Monitoring and Evaluation (M&E): Importance of M&E in BCC programs, Key indicators for assessing impact, Tools and techniques for tracking progress and refining strategies.

PRACTICAL
(Credit 2; Hours 60)

- Critical analysis of BCC campaigns from a socio-ecological perspective
- Analysis and interpretation of Health and environment-related indicators
- Designing BCC campaign for social and developmental issues
- Review of policy initiatives in Health & Environment
- Evaluation of IEC material of various BCC campaigns on health
- Evaluation of IEC material of various BCC campaigns on 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)
- 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>

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time