

**Report on the Communication for Social and Behaviour Change**  
**Organized by the School of Social Work, MLCU in collaboration with the NE SBC**  
**Alliance, Assam Don Bosco University**

**March 27-28, 2024**

<b>1. Title of the Programme:</b>	<b>Workshop on Communication for Social and Behaviour Change</b>		
<b>2. Objectives:</b>	<ol style="list-style-type: none"> <li>1. To infer on the concept of Communication for Social and Behaviour change</li> <li>2. To adopt the CSBC as a tool to utilise in the different interventions</li> <li>3. To complement and enhance the community engagement initiatives</li> </ol>		
<b>4. Date (DD/MM/YYYY):</b>	<b>27-28/March/2024</b>	<b>Venue :</b>	<b>Martin Luther Christian University, Shillong</b>
<b>5. Names of Resource persons/Speakers/Presenters/any other:</b>	<ol style="list-style-type: none"> <li>1. Ms Georgina Lamare</li> <li>2. Dr Ibasaralyne Thabah</li> <li>3. Dr Marbabiang Syiemlieh</li> </ol>		
<b>6. Total number of participants:</b>	Students	<b>92</b>	
	Faculty	<b>1</b>	
	Externals	<b>1</b>	
	Any Other		

The School of Social Work of Martin Luther Christian University (MLCU) organised a workshop on Communication for Social and Behaviour Change for the BSW and MSW Final year.

As Social Workers, community engagement is the crux of the profession and thus organizing this workshop will enhance their skills and competencies. Therefore, the workshop was held at MLCU Hall on March 27-28, 2024 where the facilitators are the two faculty of MLCU who have attended training on CSBC- Dr. Ibasaralyne Thabah Synthiang, Dr. Marbabiang Syiemlieh and Ms. Georgina Lamare, Social behavior change consultant, UNICEF.

On the first day, the session started with the introduction of the workshop and the expectations of the students on the workshop. The first session was on the concept and importance of communication and Social behaviour change whereby the facilitator stressed on the importance of CSBC for social work professionals and its relevance. Further, it was also discussed on how one can use CSBC as a tool for Social and behaviour change in addressing any issues or when involved in any project. In addition, the steps for developing a communication plan were also facilitated and the indicators that need to be considered when using CSBC strategy.

The second session is on Media and Communication for Development where the different forms of media was discussed along with the elements of Development communication. In this session, a group discussion was facilitated whereby participants were divided into 15 groups, each with 15 different issues; they need to discuss on how will they address the issue with the objective of behaviour change, who will be the main stakeholders and the different form of media that they can adopt.

The afternoon session started with the theories relating to Social and Behavioural Sciences in Communication for development which covered the Health Belief model, diffusion for innovation, the stages of change theory, and theory of reasoned action. Social learning theory was also covered, systems theory and the behavioral approach. This was followed by group activity on identifying the theory relating to the media intervention, a justification and reflection of the relevance of the theory for the media intervention and creation of nudges for particular issues, such as, immunization, substance abuse, corruption, school dropout to mention a few. The following activity was followed by presentations by the 15 groups. The next session was on understanding Social Change through the lens of the Social Ecological Model (SEM), the concept of SEM was highlighted and its significance as an analytical tool. Participatory communication, collective efficacy, social norm theory and social capital were also briefed. This was followed by a group activity on SEM and identifying what level will the media intervention be, followed by identifying risks or obstacles and the expected change in behaviour.

The second day Session was taken by Miss Georgina Lamare, a Social behaviour Change consultant, UNICEF whereby she covered the topics on C4D (communication for development) under which the Planning models, Basic Components of strategies, Research monitoring and evaluation plan, Strategy plan, and Implementation Plan were included. The

levels of interventions highlighted are: The role of social norms and the application of the socio-ecological model, establishing objectives at multiple levels and Key steps leading to change. The various communication approaches which include Advocacy, Social marketing, Media campaigns, Entertainment education, Peer education, Capacity and capability strengthening, social mobilization, Dialogue-based approaches, and the communication action plan. Message design: message design framework, Message appeals, Message treatments and formats, Message (and relative media) development, Message testing, Material production. Dialogue-based methods and materials: Identify themes for dialogue/IPC (interpersonal communication) and Develop IPC and other dialogue-based methods. Based on the above-mentioned topics the students were divided into 7 groups and were assigned activities that they had to present at the end of the session.

The pedagogy adopted for the workshop was interactive with group discussions, case study analysis using PPT as a tool. The overall feedback was good whereby the majority of the students felt that the content of the workshop was relevant to their profession, and gathered new knowledge and ideas. Few of the students' feedback are as follows:

*This workshop has improved my knowledge of social behaviour change and through this, I would be able to apply it into practice.*

*It was a great opportunity to learn and get some knowledge about the modules and it will contribute to my field work. Thank you for this great opportunity.*

*The overall program was very informative and felt very relevant to me as a student of social work as it can benefit me in my future career greatly.*

*It was a good opportunity to be able to learn and to be a part of the workshop which is an important topic for every individual to apply in their day-to-day life. (CSBC)*

*I have been able to understand more about how to think of a behaviour change with not only about the system approach but we can think of an innovative way to bring change and understand from the people's viewpoint*

*This workshop has really helped me on to improve myself on how to apply such important things when going for my internship and about the Communication for Social and Behaviour Change.*

*It helps me to understand how to interact with the people of the community before doing any activity that can help them understand and be aware. It also gives message to the people with the deeper word to make people take which deduction for a better future*

*Grateful for the opportunity as the CSBC workshop is brought up for the first time in the university and from the course. I have adopted many valuable information and strategies that can be applied practically in the field.*

*The workshop exceeded my expectations. I particularly enjoyed the group activities, which encouraged collaboration and helped reinforce key concepts*

*I appreciate the practical tips and strategies shared during the workshop. I feel more confident in my ability to implement changes. Thank you to the actionable takeaways provided.*

*It was such an amazing experience. The presenters did a fantastic job explaining the topic, and I loved how interactive and engaging the sessions were. I feel like I learned so much and gained valuable skills.*

*From the workshop that I attended in both the two days, I have learned and grab new knowledge about the topic of communication for social and behavior change especially from the resource persons whom I have learned so much from and it can be helpful for my future.*

The workshop was concluded with students sharing their experiences and feedback was taken from them.

#### **1. List of Annexure:**

- a) **Annexure I: Programme**
- b) Annexure II: Pictures: *(Please add captions with the date)*
- c) **Annexure III-Attendance sheet** (Should tally with the number of participants)
- d) Annexure IV: Budget

*Dr Ibasaralyne Thabah*

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*Dr Marbabiang Syiemlieh*

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**Name & Signature of faculty In-charge**

**Name & Signature of  
Dean/HoD with seal**

### **Annexure I**

**Workshop on Communication for Social and Behaviour Change  
Organized by the School of Social Work, Martin Luther Christian University in  
collaboration with the North East SBC Alliance, Assam Don Bosco University**

**March 27-28, 2024**

**Venue: MLCU Hall**

#### **Day 1**

9:15 am: Registration

9:30 am: Introduction to the workshop

9:45 am: Objectives and expectations of the workshop

10:00-11:00 am: What is Communication for Social and Behaviour Change?

11:00-12 Noon: Media and Communication for Development, audio-visual, community and digital media

#### **Lunch Break**

12:45 pm-1:45 pm: Understanding Social and Behavioural Sciences and its relevance to Social Workers

1:45 pm-3:30 pm: Understanding Social Change through the lens of the Social Ecological Model

#### **Day 2**

9:30 am: Reflection

10:00 am-12 Noon: Strategy design-planning, interventions and communications approaches

### Lunch Break

12:45 pm-3:00 pm: Themes and methods for message design and dialogue-based materials

3:00 pm-3:30 pm: Feedback, Closing and Distribution of Certificates

### Annexure II: Pictures





**Shillong, ML, India**

Umpling, Shillong, 793006, ML, India

Lat 25.570572, Long 91.921630

03/28/2024 03:50 PM GMT+05:30

Note : Captured by GPS Map Camera

Annexure III: Attendance

Day 2:

Workshop on Communication for Social and Behaviour Change					
Organized by the School of Social Work, MLCU in collaboration with the NESBC, Assam Don Bosco University					
March 27-28, 2024					
Sl.No	Name	Course	Semester	Morning	Afternoon
1	Deivisan Pankang	MSW	4 <sup>th</sup> sem	Pankang	Pankang
2	Steffie Mawneh	MSW	4 <sup>th</sup> Sem	S. Mawneh	S. Mawneh
3	Rhilabet Winkhu	MSW	4 <sup>th</sup> Sem	Rwan	Rwan
4	Daliki Kurh Muthim	MSW	4 <sup>th</sup> Sem	Dmuth	Dmuth
5	Ibnalamin Nongphud	BSW	8 <sup>th</sup> sem	I. Nongphud	I. Nongphud
6	Alan Dasahit Khayubi	MSW	4 <sup>th</sup> sem	Khayubi	Khayubi
7	Karanam Amy Bimaa	MSW	4 <sup>th</sup> sem	K. Bimaa	K. Bimaa
8	Kakamchi M. Sangma	MSW	4 <sup>th</sup> Sem	K. Sba	K. Sba
9	Lawebakma Nongrum	MSW	4 <sup>th</sup> sem	L. Nongrum	L. Nongrum
10	Shurmoso Khoundwan	MSW	4 <sup>th</sup> Sem	Khoundwan	Khoundwan
11	Balakisha Rance	MSW	4 <sup>th</sup> Sem	B. Rance	B. Rance
12	Tyngshain lang Lipon	MSW	4 <sup>th</sup> sem	T. Lipon	T. Lipon
13	Ibadahunshishadyyid	MSW	4 <sup>th</sup> sem	I. Idyngdah	I. Idyngdah
14	Shansiwidon Khanbani	MSW	4 <sup>th</sup> Sem	Khanbani	Khanbani
15	Wailad in: i Takai	MSW	4 <sup>th</sup> Sem	W. Takai	W. Takai
16	Mangmita Khapran	MSW	4 <sup>th</sup> sem	Khapran	Khapran
17	Ribansan Passah	MSW	4 <sup>th</sup> sem	R. Passah	R. Passah
18	Diana Mawnie	MSW	4 <sup>th</sup> Sem	D. Mawnie	D. Mawnie
19	Priyanka Jat	MSW	4 <sup>th</sup> sem	Jat	Jat
20	Nazareen Shabong	MSW	4 <sup>th</sup> Sem	N. Shabong	N. Shabong
21	Ohiwarika Dkhar	BSW	6 <sup>th</sup> Sem	Dkhar	Dkhar
22	Urania Buhing	MSW	4 <sup>th</sup> Sem	Urania	Urania
23	Sneha Prabha Grope	BSW	6 <sup>th</sup> Sem	Prabha	Prabha
24	Jack Lalngaihawma	BSW	6 <sup>th</sup> Sem	Jack	Jack
25	<del>XXXXXXXXXX</del>	<del>BSW</del>	<del>6<sup>th</sup> Sem</del>	<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>



Day-2

Sl.No	Name	Course	Semester	Morning	Afternoon
26	Renishia Khapich	MSW	4 <sup>th</sup> Sem	<del>R. Khapich</del>	<del>R. Khapich</del>
27	Sunita Sutnga	MSW	4 <sup>th</sup> Sem	S. Sutnga	S. Sutnga
28	Tanisha Dikher	MSW	4 <sup>th</sup> Sem	T. Dikher	T. Dikher
29	Budhi Lakhang	MSW	4 <sup>th</sup> Sem	B. Lakhang	B. Lakhang
30	Darisha Inania	MSW	4 <sup>th</sup> Sem	D. Inania	D. Inania
31	Aimilangki Nongsoem	MSW	4 <sup>th</sup> Sem	<del>A. Nongsoem</del>	<del>A. Nongsoem</del>
32	Renny Bert Kharlyngdot	MSW	4 <sup>th</sup> Sem	<del>R. Kharlyngdot</del>	<del>R. Kharlyngdot</del>
33	Balarishisha Lyngkhai	MSW	4 <sup>th</sup> Sem	P	P
34	Bateilang Syngkhi	MSW	4 <sup>th</sup> Sem	B. Syngkhi	B. Syngkhi
35	Mesay Kochuilo	MSW	4 <sup>th</sup> Sem	M. Kochuilo	M. Kochuilo
36	Chirisa K. Sangma	MSW	4 <sup>th</sup> Sem	C. Sangma	C. Sangma
37	Nathan Ch Sangma	MSW	4 <sup>th</sup> Sem	<del>N. Sangma</del>	<del>N. Sangma</del>
38	Charaykhe Shilla	MSW	4 <sup>th</sup> Sem	C. Shilla	C. Shilla
39	Dobrich Sukhlam	MSW	4 <sup>th</sup> Sem	<del>D. Sukhlam</del>	<del>D. Sukhlam</del>
40	Ophei Siangshai	MSW	4 <sup>th</sup> Sem	O. Siangshai	O. Siangshai
41	Banriki Pakyutein	MSW	4 <sup>th</sup> Sem	B. Pakyutein	B. Pakyutein
42	Deivshu Challoo	MSW	4 <sup>th</sup> Sem	<del>D. Challoo</del>	<del>D. Challoo</del>
43	Poudinestar Pariong	MSW	4 <sup>th</sup> Sem	P. Pariong	P. Pariong
44	Iniaivikynti Sutnga	MSW	4 <sup>th</sup> Sem	I. Sutnga	I. Sutnga
45	Avana hiza Puling	MSW	4 <sup>th</sup> Sem	<del>A. Puling</del>	<del>A. Puling</del>
46	Daphynee. N. Lamare	MSW	4 <sup>th</sup> Sem	D. Lamare	D. Lamare
47	Dukchessup Syim	BSW	6 <sup>th</sup>	D. Syim	D. Syim
48	Libesties Sad	BSW	6 <sup>th</sup>	L. Sad	L. Sad
49	Banshanlang Khongstia	BSW	6 <sup>th</sup>	B. Khongstia	B. Khongstia
50	Somborlin Masharing	BSW	6 <sup>th</sup>	S. Masharing	S. Masharing
51	Maupharok L. Maupharok	MTM	4 <sup>th</sup> Sem	<del>M. L. Maupharok</del>	<del>M. L. Maupharok</del>
52	Chesume M. Sangma	BSW	6 <sup>th</sup> sem	C. Sangma	C. Sangma
53	Tabinclang S. Makh	BSW	6 <sup>th</sup> Sem	<del>T. S. Makh</del>	<del>T. S. Makh</del>

Sl.No	Name	Course	Semester	Morning	Afternoon
54	Tasikho R. Sanyal	BSW	6th	T. Sanyal	T. Sanyal
55	Adela i kynti Shullai	"	"	A. Shullai	A. Shullai
56	Dorothy Buam	"	"	Buam	Buam
57	Beautiful English	"	"	B. English	B. English
58	Rura Phansa	"	"	R. Phansa	R. Phansa
59	Namheinta Sotong	"	"	N. Sotong	N. Sotong
60	Bibiana Syiemong	"	"	B. Syiemong	B. Syiemong
61	Glaricia Nongshli	"	"	G. Nongshli	G. Nongshli
62	Elara Nongrum	"	"	I. Nongrum	I. Nongrum
63	Rikiang I Sakani Bareh	"	"	R. Bareh	R. Bareh
64	Tarisa Blah	"	"	I. Blah	I. Blah
65	Syhiara Baylla Syiemong	"	"	S. B. Syiemong	S. B. Syiemong
66	Banteibde Thongmay	MSW	6th	B. Thongmay	B. Thongmay
67	Andreas. M. Wablang	BSW	6th Sem	A. Wablang	A. Wablang
68	Lapynheulisha Syiemlich	"	"	L. Syiemlich	L. Syiemlich
69	Ripnai Myllimptah	"	"	R. m. ptah	R. m. ptah
70	Mashishisha Lawai	MSW	4th	M. Lawai	M. Lawai
71	Battimon mashli	"	"	B. mashli	B. mashli
72	Lalngahaleheli	MSW	4th	N. hali	N. hali
73	Gbalrishisha	MSW	4th	G. Lyngchoi	G. Lyngchoi
74	Gbaphimontong Inghi	MSW	4th	G. Inghi	G. Inghi
75	H. S. NAWNTHANGA	Ph.D		H. S. NAWNTHANGA	H. S. NAWNTHANGA
76	Kyntiewriti Lamin	MSW	8th Sem	K. Lamin	K. Lamin
77	Rachel Sweetly Madun	BSW	6th Sem	R. madun	R. madun
78	Khaukhound Sotlu	MSW	4th Sem	Sotlu	Sotlu
79	Victor Kammuontal	MSW	4th Sem	V. Kammuontal	V. Kammuontal
80	Khor-dor Nonapri	MSW	4th Sem	K. Nonapri	K. Nonapri
81	Bachahun Lyngdon	MSW	4th Sem	B. Lyngdon	B. Lyngdon

Sl.No	Name	Course	Semester	Morning	Afternoon
82	Gaphushisha Hynniensta	MSW	4 <sup>th</sup>	S. Hynniensta	S. Hynniensta
83	Aijingha Rynjah	MSW	4 <sup>th</sup>	A Rynjah	A Rynjah
84	Badarsha Hujen	MSW	4 <sup>th</sup>	B. Hujen	B. Hujen
85	Josdan Rynjah	MSW	4 <sup>th</sup>	Josdan	Josdan
86	<del>Kardar Marjan</del>	<del>MSW</del>	<del>4<sup>th</sup></del>	<del>Kardar</del>	<del>Kardar</del>
87	Pparington Marboniang	M.S.W	4 <sup>th</sup>	Pparington	Pparington
88	Ban Teibok Thungy	MSW	4 <sup>th</sup>		
89	Alqian Keane Sawkmi	BSW	6 <sup>th</sup>	A-Sawkmi	A-Sawkmi
90	Cherimpang A Mad	BSW	5 <sup>th</sup>		
91	<del>Phila P. waiyer</del>	<del>BSW</del>	<del>6</del>	<del>P. waiyer</del>	<del>P. waiyer</del>
92	Phila P. waiyer	BSW	6	P. waiyer	P. waiyer
93	<del>P. hula P. waiyer</del>	<del>"</del>	<del>"</del>		
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Annexure IV: Budget

<b>Budget for Workshop on Communication for Social and Behavior Change</b>				
<b>Date: March 27-28, 2024</b>				
<b>Venue: MLCU Hall</b>				
<b>Sl.no</b>	<b>Particulars</b>	<b>Rate</b>	<b>Numbers</b>	<b>Amount</b>
1	Honorarium for Resource person @ 3000	3000	1	3000
2	TA for Resource person	500	1	500
3	Tea and Snacks for Participants for 110 People for 2 days x twice a day	60	220	13200
4	Lunch for Resource person and Faculty	250	12	3000
5	Miscellaneous			5000
	<b>Total</b>			<b>24700</b>
<b>Total in words: Twenty four Thousand Seven hundred Only</b>				
<b>Prepared by</b>		<b>Approved by</b>		
<b>Dr Marbabiang Syiemlieh</b>		<b>Dr Jennifer War</b>		
<b>Dean</b>		<b>Dean</b>		
<b>School of Social Work</b>		<b>Academics</b>		