

# COMMUNICATION FOR DEVELOPMENT (C4D) WORKSHOP

## What?

C4D is a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to improve their lives.

## Why?

To empower stakeholders, community members, and implementers through C4D for long term sustainable change

## For Whom?

For individuals and organisations involved in community engagement such as NGO's, Government Bodies, and University Staff

## Enhance your Community Engagement Impact through C4D

In this workshop presented by UNICEF and co organized with UMS, the Communication for Development framework is shared by two experienced practitioners with over 25 years of experience.

Communication for Development goes beyond providing information. C4D involves understanding people, their beliefs and values, the social and cultural norms that shape their lives. It involves engaging communities and listening to adults and children as they identify problems, propose solutions and act upon them.

Please contact the Centre for Industry and Community Network (CICN) at 088-320000 ext. 612205/612206 or email us at [komuniti@ums.edu.my](mailto:komuniti@ums.edu.my) to enrol in this UNICEF funded workshop (Limited to 50 participants only).



**Date:** 14 to 18 August 2017  
**Time:** 8.30 am to 5.00 pm  
**Venue:** UMS Gallery, Level 3, UMS Chancellery Building

*Jointly organized by*



## Our Facilitators



**Dr. Peter F. Chen**  
Executive Director of  
Asia-Pacific  
Development &  
Communication Centre



**Mr. Gopinath T. Menon**  
Senior Associate of  
Asia-Pacific  
Development &  
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# **Communication 4 Development (C4D) Workshop**

## **Universiti Malaysia Sabah, Kota Kinabalu, Sabah**

### **14 – 18 August 2017**

#### **Objectives:**

The objectives of the capacity development workshop will be to help participants:

- Understand key theories around communication, development, culture, behaviour and social change; principles of human rights including inclusion and equity; and C4D concepts, approaches, methods and techniques
- Apply Communication for Development (C4D) planning principles and processes to shape and inform behaviour, social change programming and humanitarian actions for children's rights
- Design and develop effective C4D strategies and interventions for behaviour change and social transformation for the most vulnerable or disadvantage children and communities

#### **Outputs:**

The outputs of the capacity development workshop are as follows:

- At least 70 per cent participants have gained understanding of key C4D theories and principles
- Around 60 per cent participants are able to apply the knowledge to develop C4D messages on children's rights.
- At the end of the workshop participants design draft C4D intervention plans

#### **The Structure of the Workshop**

The Workshop is designed to be very interactive and participatory - a "hands on" approach. There will be ice-breaker exercises interspersed throughout the workshop especially between sessions and change of focus for discussions

Different session topics are introduced throughout the workshop to provide greater depth and enrichment to the process and the concepts introduced.

Each day's work will be summarised in relationship to the planning process.

Each session module is designed to follow a concept or a previous session so that the concepts can be applied to the steps of building each intervention's strategic C4D plan including campaigns.

Each working group and each participant will have a copy of the planning format. Large versions of the format will be posted on the walls of the training room. At the start of each session, the facilitators will explain which phase of the planning process - as outlined on the format - the session applies to.

#### **Please note that:**

- ❖ Registered participants are compulsory to attend the whole five (5) days' session in order to get the participation certificate.
- ❖ IDP points will be given to UMS participants (UMS staff).

Day/Time	Title of Sessions	Objectives of Sessions
<b>DAY 1</b>	<b>Workshop Management; Introduction to Communication for Development (C4D); Forming Thematic Working Groups; Causal Analysis of Themes; Human Rights Principles and Equity Issues; Introduction to Behaviour Analysis</b>	
08:30 – 09:30	<ul style="list-style-type: none"> <li>Words of Welcome: Senior Officials from UMS Sabah and UNICEF Malaysia</li> <li>Introduction and Overview of the 5-Day Workshop</li> <li>Administrative Instructions and Rules</li> <li>Introduction of Participants</li> <li>Review of Participants' Expectations – "Hopes and Fears"</li> <li>Ground rules</li> <li>Mood Metre and daily feedback mechanism</li> <li>Introduction to/review of VIPP methodology and rules</li> <li>Form thematic working groups based on predetermined focus areas</li> <li></li> </ul>	<p>By the end of this session, participants and facilitators will know each other and agree on the objectives, procedures and output of the C4D Workshop.</p> <p>Explain the Mood Metre and End-of-day conference. (Each group nominates a representative to meet with facilitators to evaluate day's activities: what was strong, what was weak; what could be improved) Organisers will then take necessary action. Group Representatives will change each day.)</p>
09:30 – 10:30	<ul style="list-style-type: none"> <li>Social and Economic Development</li> <li>Human Rights Principles, Equity Issues, Social Justice and Communication <i>for</i> Development</li> <li>Conventions on the Rights of the Child (CRC)</li> <li>Conventions on Elimination of all forms of Discrimination Against Women (CEDAW)</li> <li>Case Studies and discussions</li> </ul>	By the end of this session, participants will have reviewed the principles of development, human rights and the concept of equity and social justice before we go into C4D. The discussions on Development and Human Rights including CRC will lay the context for the discussions on C4D
10:30 – 11:00	Health Break	
11:00 – 12:00	<p>Introduction to C4D</p> <ul style="list-style-type: none"> <li>Introduction to C4D</li> <li>Key C4D concepts, principles, definitions, components: (Advocacy, Social Mobilization)</li> <li>Communication for Social Change and Behaviour Change Communication</li> <li>Relationship between C4D, Community Engagement, the Media and Public Relations</li> </ul>	By the end of this session, participants will have gained knowledge and opinions about each of the major areas of C4D.
12:00 – 13:00	Briefing by each thematic working group on their "project focus" and discuss / brainstorm on where and how they see or think that C4D can help.	<p>Thematic Groups will be formed in advance or immediately after the introductions</p> <p>By the end of this session, participants will know which theme they will be following throughout the workshop.</p>
13:00 – 14:00	Lunch	
14:00 – 15:00	The "Problem Tree" - Identifying "the problem" Cause and Affect Analysis – Causal Analysis.	Each thematic group will conduct a causal analysis of the issue they will be working with throughout the workshop. Participants should bring sufficient data with them: acceptance rates, reasons why people are not practicing the behaviours (barriers) and – from their field experience – list the factors that have encouraged people to practice the key behaviours.

Day/Time	Title of Sessions	Objectives of Sessions
15:00 – 16:00	Behaviour Analysis <ul style="list-style-type: none"> <li>• Steps, Definitions, Communicator’s Actions</li> <li>• Orbits of Influence,</li> <li>• Identifying and Writing Behaviours for key Participant Groups mentioned in the Orbits exercise</li> </ul>	By the end of this session, participants will be able to: <ul style="list-style-type: none"> <li>• Define and explain the steps through which behaviours develop.</li> <li>• Select and choose which key participant (target) groups are involved in the intervention.</li> <li>• Define the relationships between these participant groups – through Orbits of Influence analysis.</li> <li>• Analyse key recommended behaviours within the key participant groups;</li> <li>• Identify key, core benefits resulting from practicing the recommended behaviours;</li> <li>• Identify and classify obstacles to practicing the key behaviours</li> </ul>
16:00 – 16:30	Health Break	
16:30 – 17:00	Understanding and writing evidence-based SMART indicators	Transform identified behaviours into indicators to be monitored and evaluated.
17:00	Mood Metre and End-of-Day	Every one places a mark on the Mood Metre.

DAY 2		
C4D Theory of Change ; The WHY of Practicing What We Preach 2. Putting the WHY into Building Communication for Development Strategies		
08:30 – 09:00	Summary report of the previous day’s learning	Representatives of Groups
09:00 – 17:00	<b>C4D Theory of Change (TOC)</b> <ul style="list-style-type: none"> <li>• Overview of TOC.</li> <li>• Key concepts and definitions</li> <li>• Understanding change in development programs</li> </ul> <b>Developing a Theory of Change</b> <ul style="list-style-type: none"> <li>• Exploring the hierarchy of change</li> </ul> <b>TOC Vs LFA (Logical Framework Approach)</b> <ul style="list-style-type: none"> <li>• Understanding the difference between a TOC and the Logical Framework Approach (LFA)</li> </ul> <b>Case Studies, Group Work Exercises and Discussions</b> <ul style="list-style-type: none"> <li>• Using case studies and group work to understand ToC</li> <li>• Developing a ToC chart</li> <li>• Plenary discussions to present group work and clarify concepts</li> </ul>	By the end of the day, participants will have a good understanding on what critical changes (the theory of change behind them) are needed to affect behaviour, cultural and societal changes for social development. How C4D interventions can help affect these changes. Can social norms be changed? This will be an issue to be tackled for the long haul.
17:00	Mood Metre and End-of-Day	Every one places a mark on the Mood Metre.

### DAY 3 Field Trip (Around Kota Kinabalu)

The field trip should be organized to observe an existing project that may or may not be using communication as a component in its implementation. Participants can determine whether communication can enhance the project and influence the end results. Participants will be given a set of guiding questions to elicit the required information.

DAY 4 Developing a C4D Plan / Strategy.		
08:30 – 09:00	Summary report of the previous day’s learning	Representatives of Groups
09:00 – 12:30	Planning C4D Strategies <ul style="list-style-type: none"> <li>• Approaches and Methods</li> <li>• What approaches “work”?</li> <li>• The Efficacy of Social Networks</li> <li>• Entertainment Education including Modeling Behaviour (social learning (cognitive) theory) and Social Norms</li> <li>• How “Sticky Messages” work (including Psycho Social inputs)</li> <li>• The Power of Context and Enabling Environments</li> <li>• What Other Evidence Do We Need to Begin Planning Strategies?</li> <li>• Reviewing what has “worked” and not “worked” from C4D initiatives globally.</li> </ul>	By the end of this session participants will be able to: <ul style="list-style-type: none"> <li>• Identify the components of each of these qualities in various media shown to them.</li> <li>• Explain the effectiveness of social networks.</li> <li>• Explain how social-cognitive (learning) theory (especially modelling behaviour) is a key component of C4D strategies.</li> <li>• Explain how contexts &amp; environments influence behaviours</li> <li>• Explain what “stickiness” is</li> <li>• Be able to analyse data and answer three questions:               <ul style="list-style-type: none"> <li>- Is there value in using multi-channels approaches?</li> <li>- What are the advantages and disadvantages of campaigns?</li> <li>- What is the relationship between mass media and interpersonal communication?</li> </ul> </li> </ul>
13:00 – 14:00	Lunch	
14:00 – 17:00	Practicum: Each Group will use Planning Matrix No.1 & 2 to fill in the Communication and Behaviour Objectives for their focus intervention(s)  Group presentations and discussions to clarify concepts	Each group will be provided a set of 3 or 4 planning matrix to help them develop a Communication Strategy

<b>DAY 5</b>		
<b>Completing a Communication Plan and Developing Communication Inputs</b>		
08:30 – 09:30	Summary report of the previous day’s work and the field experience.	Representatives from each group
09:30 – 10:30  Tea and Coffee will be served during the session	Second Planning Step	Complete, fill in relevant sections of the second and third sections of the Strategic Communication Planning Tool. It will not be possible to complete all of the third section. Take note also of the lessons learned from the previous afternoon’s field exercise. Note information and data that are not yet known and ways that these data will be collected. If methods for data collection not yet known, make a note of what further needs to be done.
10:30 – 11:00	Break	
11:00 – 12:30	Prepare presentations	Groups will be encouraged to be as creative as possible in presenting their C4D strategies.  These presentations will be based on parts one and two of the strategy planning format.
12:30 – 13:30	Lunch	
13:30 – 16:00	Groups give 10 – 15 minute overviews of their Strategic Plans	Groups give 10 – 15 minute overviews of their Strategic Plans
16:00 – 17:00	The Way Forward: What are the next steps for C4D in the five proposed thematic groups?	The Way Forward: What are the next steps for C4D in the five proposed thematic groups?
17:00 – 18:00	Closing Words from Senior Official Words from Senior UNICEF Officer Words from Facilitators	



**UMS**  
UNIVERSITI MALAYSIA SABAH



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**Universiti Malaysia Sabah, Kota Kinabalu, Sabah**  
**14 – 18 August 2017**

**REGISTRATION FORM**

I'm interested to participate in this workshop and my details are as below:

Full Name	
Designation	
Department/Faculty	
UMS ID	
Contact No	
E-mail Address	
Area of Interest in Community Engagement	

**Please send to us via e-mail/fax as below *before 10<sup>th</sup> August 2017*:**

Centre for Industry and Community Network (CICN)  
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