behaviour change

Change behaviours with Banyaneer.

*Most programming aims to support behaviour change. From hand washing to latrine use, from cyclone-proof construction to using insecticide treated bed-nets, and from vector control to waste segregation, behaviour change is key to sustainable results. Are your programmes **convincing** people to change, or do they just "tell" people what to do?*

Understanding how behaviour change can be supported through specific designs can make programmes more effective in achieving sustainable outcomes .

Module 1: Introduction to behaviour change | 3 days

This module introduces basic principles of behaviour change and explores theory of change. Practical activities help the participants to learn more about behaviour change and how to effectively design programmes with behaviour change as the focus. The training is specifically tailored to the organisations' needs and anticipated outcomes.

Module 2: Barrier analysis | 5 days

Many programmes try to focus on increasing knowledge about benefits or on skills development - however, lack of knowledge is often not the biggest barrier. Barrier analysis surveys can help to get past this preconception and identify the most significant barriers (or enablers), which in turn can be used for messaging and targeted activities.

Barrier analysis is a rapid assessment survey tool that identifies factors preventing a targeted group from adopting a specific behaviour. It furthermore explores enabling factors amongst those who have already adopted the behaviour. This training includes an actual barrier analysis either on a behaviour that the

team tries to change, or through a simulated exercise to teach the team how to conduct barrier analysis. It will go from an understanding why we do barrier analysis to development of the questions guide, training in conducting the survey, conducting the survey, coding of results and analysis, and subsequent steps. Being 'hands on' and practical, the module provides the skills and tools for participants to perform barrier analysis in the future.

Module 3: Designing for behaviour change | 3 days

This module builds on learning from module 1 and can also be used as a follow-on from module 2 to ensure a robust programme design with a strong focus on behaviour change. It explores social and behaviour change communication methods in greater depth and shows how to develop appropriate material to support the key messages for behaviour change. As with modules 1 & 2, it is specifically tailored for the programme.

A combination of the modules can be arranged. Module 1 & 3 or Module 1 &2 are recommended as a minimum. To get an idea as to how we can assist you best, please send us an e-mail to **training@banyaneer.com.**

www.banyaneer.com