

Course Coordinating Team

CourseCoordinator: **Dr.AnkurYadav**
Course Co-
Coordinators: **Dr.S.P.Singh**
Mr.Y.K. Singhal



About the Institute

The NIHFW, an autonomous organization, under the Ministry of Health and Family Welfare, Government of India, acts as an 'apex technical institute' as well as a 'think tank' for the promotion of health and family welfare programs in the country. The post-graduate education, training, research, evaluation, consultancy and advisory services in the field of health and family welfare have been major focus of the institute.

In order to facilitate continuous up-gradation of knowledge and skills of various health personnel across the country, the NIHFW has been conducting training courses in different areas at regular interval. In this endeavor, the Department of Communication, NIHFW proposes to conduct a training program on 'Social and Behavior Change Communication (SBCC) for Health Professionals under National Health Mission.

Location of the Institute

It is situated in South Delhi, near Jawaharlal Nehru University and Munirka DDA Flats. It is easily accessible from Indira Gandhi International Airport and the New Delhi Railway Station, approximately 10kms. and 15 kms. respectively with metro connectivity. Pre-paid taxis/ auto-rickshaws are available. The nearest metro station is Munirka.

Course Fee

A Course Fee of Rs.3000/- (three thousand only) per participant is to be paid by sponsoring Organization/participant, vide DD in favor of Director, NIHFW payable at New Delhi by 15th November, 2026. The course fee can be deposited through online transaction in the name of Director, NIHFW Branch Name: SBI NIHFW, IFSC CODE: SBIN0001624, A/C NO. 43901234540. Expenditure on TA/DA will have to be borne by the participants.

Accommodation

Hostel accommodation at nominal rates would be provided only to the participants, within the Institute's Campus.

Weather

Weather in December will be pleasant and the temperature will be min. 8°C and max. 23°C.

Last Date for Receiving Nomination: 15th November, 2026

(Participants are requested to make travel plans only after receipt of confirmation for participation from NIHFW).

For further information, please contact:

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TRAINING COURSE

ON

Social and Behavior Change Communication (SBCC) for Health Professionals under National Health Mission (NHM)

December 16-18, 2026



Department of Communication
The National Institute of Health and Family Welfare
Munirka, New Delhi-110067

Introduction

Communication is an essential part of human life. Through communication people transfer facts, ideas, emotions, knowledge, attitudes and skills to make informed decisions about their health. Various communication methods are used by the healthcare system around the world to improve the quality of healthcare services. Health care communication in this direction could be considered as an important approach which can contribute to achieve better health outcomes for individuals and for the whole community. By Health care communication, is the study and practice of communicating promotional health information, such as in public health campaigns, health education, and between doctor and patient. It functions as a means of facilitating the interaction between healthcare professionals and patients or in between the two or more healthcare professionals irrespective of working together in same or different organizations situated at distance places. As we know that there is a need to use advanced technologies for diagnostic and surgical purposes to meet out the expectations of the patients. Similarly, we cannot ignore the significant role of health care communication, in health delivery system because it strengthens good health practices and reduces the chances of health risks among public. This course has been specifically designed for State and District level information officers and trainers of training institutions for enhancement of skills related to developing as strategic communication programme.

General Objective

To develop the capacity of IEC officers for developing a strategic communication program in the context of National Rural Health Mission.

Specific Objectives

At the end of the course, the participants will be able to:

- List out the NHM priorities at the community level and communication challenges of IEC Officers under National Health Mission:
- Describe characteristics of SBCC and its steps in planning:
- Prepare creative briefs for communication program;
- Implement the communication program;
- Monitor and evaluate the communication program: and
- Develop communication action plan:

Course Contents

- Fundamentals of communication.
- Social and Behavior Change Communication
- Creative briefs
- Key Communication Media including electronic media
- Monitoring and Evaluation
- Communication action plan

Methodology

The following training techniques will be used to facility training.

- Lecture-Discussions
- Roleplay
- Group activities
- Demonstrations/films/flipbooks
- Posters/Charts

Communication exercises and group work will be used for practical training.

Duration: Three days

Date:16 to 18 December,2026

Nature of Participants

Programme Managers, IEC Officers, Doctor, Dentists, Nursing Officers, Paramedical Officers, and other related health professionals engaged in planning of IEC strategies.

Venue

Teaching Block,
The National Institute of Health and Family Welfare, Munirka, New Delhi-110067