

Procedure

Session 15 **Theories and models of communication for behaviour and social change.....1 hour**

Step 1 Before you present the PowerPoint presentation on theories and models of communication for behaviour and social change, ask participants to stand in a circle and do the following game. The purpose of this activity is to build a story with each participant contributing one sentence that must:

- Make sense and at the same time add some fun to the activity,
- Build on to the last sentence, and
- Be grammatically correct.

For example:

#1: "I was walking to breakfast this morning."

#2: "A dog came up to me."

#3: "I said good morning to the dog."

#4: "The dog asked me what I was going to have for breakfast."

Point out that this game tells us a lot about the way we communicate and the way we relate communication to our daily lives.

Step 2 Show **PowerPoint Day 2 Session 15**. As you present, ask learners if they have any comments or questions.

Step 3 Have a discussion about issues and concerns raised in the presentation. Point out that communication is a process communication is a social behavior. It occurs in a social context, not in a vacuum.

Step 4 Explain to participants that people select what they see, selectively interpret what they see and choose what they want to remember or forget. It also illustrates that words do not have meanings. Meanings are in people, relationships and contexts. We cannot have a meaningless experience. Every experience contributes to how we perceive the world.

As health communication professionals, it is our job to be aware of others' perceptions and frame our messages to best touch the heads and hearts of our audiences. Framing messages means getting our point across in a manner which captures the attention of our audience, opens their mind and allows them to consider the benefits for themselves.

Keep in mind that most people do not make decisions in isolation. Most decisions are influenced by one's social networks. Effective health communicators study social networks to find the appropriate audience for the appropriate message which will attain the greatest desired change.

Step 5

End this session by asking participants to read **Session 15 Handout** about theories and models of behaviour change.

**Discussion/
Evaluation**

1. Which theory/model is applicable to the work you do?