

Participants: Senior to mid-level decision-makers and program managers whose programs include BCC components. While special expertise in communication is not required for participants, a strong commitment to effective communication program is expected.

If you are interested in attending, we encourage you to seek funding support early to secure a place.

Potential funding sources include:

- USAID country missions, United Nations agencies, WHO, UNICEF, GFATM etc
- International agencies working in areas of integrated health such as reproductive health, HIV/AIDS, malaria, tuberculosis, and other infectious diseases
- National and local government agencies
- Private foundations and corporations.

Workshop Accommodation

Participants will reside at the venue of the workshop, MicCom Golf Hotels & Resort, Ada, Osun State.

MicCom Golf is Nigeria's only privately owned Golf Course with hotels facilities attached to it. It is situated in the rustic town of Ada in Osun State. The course is set in the serene, picturesque location deep within the lovely & tranquil forests of the South-West. Participants package will include a spacious room equipped with a comfortable bed, a private bathroom, cable TV, and free wireless data connections.



Nig LSHC 2009

"SCOPE, finally a place to make lots of mistakes and learn just the necessary" • *Mike Ndiema*

"SCOPE is splendid, very interactive, fun, exciting, educative.....it is very practical and result based. I love SCOPE and will use it when I go back to Uganda" • *Keith, Duncan-Musumba*

"Useful tool in designing messages, promotes team work and most importantly has emphasized the need to continue *learning to learn* an asset for anyone-even more for leaders" • *Suzan Ogabo*

"This training makes me more prepared to face the emerging challenges in health communication adequately and squarely"

"It has changed how I look at things, analyze situations and carry out the execution of what's expected and even unexpected. It's the re-birth!!!"

Also offered is an outdoor pool, fitness center and restaurant on premises. Each participant will receive breakfast and buffet lunch. Dinner is not included.

For more information contact:

E-mail: Nigerianlshcworkshop2010@yahoo.com

Tel: 234-802-324-3787



Center: **Ms Susan Krenn**, Director of Center for Communication Programs of Johns Hopkins Bloomberg School of Public Health, Baltimore, USA

Register Now!
We can only accommodate limited number of participants

The Center for Communication Programs, Nigeria

In partnership with the

Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs, Baltimore

P r e s e n t



Communicating Health...Saving Lives

The Center for Communication Programs Nigeria (CCPN) and the Center for Communication Programs (CCP) of the Johns Hopkins Bloomberg School of Public Health are pleased to offer the 3rd "Leadership in Strategic Health Communication Workshop" to be held in Nigeria. The first in 2008, was a resounding success with participants from within and outside Nigeria. This workshop is a Nigeria specific in-country version of the popular workshop held annually at the Bloomberg School of Public Health in Baltimore, USA. The Baltimore workshop, now in its 23rd year, is an internationally acclaimed workshop for high level professionals and has a wide global alumni base. The workshop explores the essential elements of successful communication in the context of integrated health and other development programs.

Workshop content

The workshop applies the latest thinking on leadership development to strategic health communication planning. This two-week workshop provides an opportunity to enhance Behaviour Change Communication (BCC) understanding, knowledge and skills. Participants explore the elements of effective health and social behaviour change communication and advocacy programs to create more competent and health literate societies. The highly participatory approach of the workshop is designed and aimed at helping participants develop effective advocacy and social mobilization and program communication strategies while strengthening their ability to implement dynamic communication programs.

The workshop has proven critically important in developing a positive



Dr. Ben Lozare: Director of Training and Associate Director of the Center, an international communication expert with extensive academic and practical experience. Recognized and acclaimed for having successfully conducted over 100 similar versions of this workshop worldwide resulting in an alumni base of over 5,000 individuals in over 80 countries.

change in ability to design, implement, and supervise BCC activities to create and manage effective, results-oriented programs. The training is oriented to professionals at managerial levels and programme staff with experience in the management of BCC programs.

The **ultimate vision** of the LSHC course is to promote more effective, state-of-the-art health and social communication programs that will improve the quality of communication for health and social development in Nigeria.

The two week classroom learning program uses SCOPE WEB, the web version of the highly acclaimed Learning software SCOPE (Strategic Communication Planning and Evaluation). This version taps the power of the Internet to access valuable databases, photobanks, maps, charts and other web-based resources.

The **learning atmosphere** is lively, friendly, creative and focuses on specific learning needs. The learning process emphasizes the whole individual and "learning by doing". Participants learn from each other, from knowledgeable trainers, and from the worldwide experience of the Center for Communication Programs Workshop.

Participants Learn to:

- **Apply key leadership principles** in designing strategic health communication programs
- **Develop** participatory programs
- **Follow the P-Process** to build programs systematically
- **Enhance advocacy skills**
- **Use multi-media** for messages that lead to behaviour change
- **Build institutional capabilities** to develop self-sustaining programs
- **Manage health communication projects** that respond to people's needs.

- **Educate with entertainment** to reach a broader audience
- **Improve interpersonal communication** skills and face-to-face interactions
- **Strengthen community mobilization** skills with grass roots communication
- **Emphasize informed choice** in client-centered counseling and materials
- **Develop a complete communication program** with SCOPEWEB, an interactive computer tool
- **Attract corporate and media support** to leverage communication program costs.
- **Evaluate communication programs** to improve future performance.

Admission to the workshop

We strongly advise interested applicants to apply early due to limited number of available admission places. Admission to the workshop is highly competitive. Interested applicants are advised to send applications before the **September 18 2010 deadline**. We require that all participants live in the workshop venue and attend all sessions without exception.

Upon acceptance, each participant is expected to pay a modest fee. Payment details will be communicated in the sponsorship form that will be circulated soon. Payment should be made to the bank details included in the sponsorship form by **October 18 2010**. The fee includes trainer costs, background materials, supplies, field trip, certificate awards and room and board.

