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**NAGOYA UNIVERSITY GRADUATE SCHOOL OF MEDICINE, JAPAN**

**INTERNATIONAL COURSE**

**COMMUNICATION FOR BEHAVIOURAL IMPACT (COMBI)**

**IN HEALTH AND SOCIAL DEVELOPMENT**

Based on the WHO and New York University Annual Summer Institute Training Programme

**This First COMBI Course in Japan is in Memory of Dr. Nobuyuki Hyoi

Dates: May 28- June 8, 2018**

**Location: Tsurumai Campus, Nagoya University, JAPAN**

Jointly organised with

**Faculty of: New York University, Indiana University, The COMBI Institute, World Health Organization (WHO), United Nations Children Fund(UNICEF), United Nations Population Programme (UNFPA), and NICHIKO Japan.**

**Course Coordinator**: **Dr. Everold N. Hosein**

Adjunct Professor New York University and Indiana University

Senior Communication Advisor- World Health Organization (WHO)

Communication Consultant to UNICEF, UNFPA, UNDP

President, The COMBI Institute

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Applications are invited for this 10-day training programme on **COMMUNICATION FOR BEHAVIOURAL IMPACT (COMBI) IN HEALTH AND SOCIAL DEVELOPMENT** which will be offered in **at Nagoya University, Graduate School of Medicine, Japan,** from **May 28 – June 8, 2017.** The course will focus on behavioural and communication challenges in a wide variety of health topics and also a broad range of social development issues such asenvironmental education**,** early childhood stimulation and development, violence against children, among other social change topics. The training will be applicable to any area where there are behavioural challenges, including the behaviours of policy makers.

**Course Description:**
This 10-day course, a modified version of the World Health Organization/New York University three-week summer institute, focuses sharply on strategic communication planning for behavioural impact in healthand socialdevelopment. Behavioural results are viewed as the primary end-goals of health and social development programmes, and not just increasing awareness or changing attitudes. The course stresses that behavioural impact comes with effective communication programmes purposefully planned for behavioural results, and not directed just at awareness creation, advocacy, or public education. The private sector experience in successfully using **Integrated Marketing Communication (IMC**) for consumer behavioural results points to an approach for achieving behavioural objectives in health and social development. **WHO** has been applying this IMC approach to a variety of desired health behaviours over the past 18 years in over 60 countries and refers to it as “**COMBI**”, Communication-for-Behavioural-Impact. **UNICEF** country offices in about 20 countries have also been using the COMBI approach within its strategic communication/programme communication/communication-for-development **(C4D)** efforts. **UNFPA, UNEP and UNDP** has also been using the COMBI approach in their programmes.

COMBI is not about producing posters and T-shirts and pamphlets. It applies in an integrated way the disciplines of community mobilisation, interpersonal counselling, personal selling, health education, mass communication, folk media, social media, marketing (including village-level marketing traditions), public relations and public advocacy, administrative mobilisation, advertising, and market research – directed at achieving desired **behavioural** outcomes.

**The course is intended for:**Health and social development professionals who have the responsibility for designing, supervising or managing health education/promotion/communication, information-education-communication (IEC) programmes, and other strategic communication/social mobilisation/programme communication efforts to achieve specific behavioural results in health and social development. *Prior communication experience is not required for this training.*

**Learning Objectives:**

Participants will learn how to apply the **10-step planning process of COMBI** in the strategic planning of communication programmes for behavioural results. **Topics to be covered** include:

* COMBI (Communication for Behavioural Impact)
* Foundational Principles
* Behavior Adoption and Maintenance
* Basic Communication Principles
* Role of Communication in Behavior Adoption/Maintenance
* Marketing Principles from Integrated Marketing Communication (IMC) for Bridging the Knowledge/Action Gap
* Communication for Development (C4D)
* Sexual Health Communication and Sexual Attitudes Reassessment (SAR)
* Integrated Communication Action Areas for COMBI—Administrative Mobilization, Public Relations and the Mass Media, Advocacy, Community Mobilization and Group Communication, Advertising and Social Media, Personal Selling/Interpersonal Communication, Point of Service Promotion
* Marketing Research and Behavioural Impact Evaluation
* The 10-Step COMBI Planning Process and COMBI Planning Practicum

**All participants, in working groups, will be involved in developing a COMBI Plan for presentation on the final day of the training programme.**

**The Course Coordinator**:

Dr. Everold N. Hosein, President, COMBI Institute Inc., and Senior Communication Advisor-Consultant, World Health Organization (WHO), Geneva, who also serves as the course coordinator for the annual 3-week Summer Institute on IMC/COMBI offered by New York University in collaboration with WHO. The COMBI Institute (TCI) is a not-for-profit corporation dedicated to developing COMBI capacity worldwide and based in New York/Indianapolis, USA. Dr. Hosein also serves as a COMBI Communication Consultant to UNFPA, UNEP and UNFPA. He is an Adjunct Professor at New York University and Indiana University.

**Tuition**

US $1,800 per person (includes costs for all course materials). A non-refundable advance of US $800 of the US$1,800 tuition will be expected to be paid by **March 23, 2018** upon acceptance to the course. Please note that no scholarships are available for this course from Nagoya University, or The COMBI Institute.

**Accommodation/Meals:**

Accommodation and meals will be the responsibility of individual participants or their sponsors. Hotel accommodations may be booked via the Office of Department of Healthcare Administration, Nagoya University Graduate School of Medicine at Mielparque Nagoya Hotel( [https://www.mielparque.jp/nagoya/en/)](https://www.mielparque.jp/nagoya/en/%29) at a currently posted

cost of Japanese Yen 8,316 (about US$70.00) per night (without breakfast). The costs may be lower at the time of booking via Nagoya University. More details on booking the hotel rooms will be provided at a later stage. All overseas participants are encouraged to stay at the recommended hotel to facilitate logistical arrangements, as long as the rooms are available. Hotel bookings should be made as soon as possible once acceptance to the course has been granted.

**Language: The language of instruction will be English**.

**Schedule:**

Duration of the course is two weeks, May 28 – June 8, 2017.
Sessions will be held every day (*except on the weekend)* from 9.00 A.M. to 5.30 P.M. Registration on the first morning will be at 8.30 am. Working groups will be expected to meet on their own time for additional work after the formal daytime sessions.

**Application Process and Deadlines**:

Applicants should submit the attached application form to Dr. Everold Hosein, Course Coordinator, via e-mail: Everold@gmail.com by March 16, 2018. Applications after this date will be considered on a space availability basis. Instructions on payment of the tuition fee (both the non–refundable portion of US$800 and the remaining US$1,000) will be provided on receipt of the applications. Please see attached application form.

**Visa Requirements:** All participants from overseas must have valid visas to attend this course

**For Further Information**: Please contact Dr. Everold Hosein at e-mail: Everold@gmail.com

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## **Nagoya University Graduate School of Medicine International COMBI Course, May 28 – June 8, 2017**

## **Application Form**

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| 1. Applicant Information |
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| Full Name: |  |  |  |
|  | Last | First | Middle |
| Your Personal Primary Address: |  |  |  |
|  | Street Address |  |  |
|  |  |  |  |
|  | City/Town | State/Province | Country and ZIP/Post Code |
| Phone Contact: | ( ) | Passport/ID Number: |  |

E-Mail Address:

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| Position/Title: |  |
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| Organization Address: |  |  |  |
|  | Street Address |  |  |
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|  | City/Town | State/Province | Country and ZIP/Post Code |

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| 2. Motivation to Join the Nagoya COMBI Course |
| **Please write a short paragraph as to why you want to join the course and why you should be selected to participate in the Nagoya COMBI Course.** |

Please submit to: Dr. Everold Hosein via email – Everold@gmail.com

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