LEADERSHIP IN STRATEGIC HEALTH COMMUNICATION (LSHC)

18th to 28th September, Chennai, India.
The Johns Hopkins University School of Public Health, Center for Communication Programs (CCP) and the Center for Communication and Change - India (CCC-I) in partnership are pleased to offer the 11th Strategic Health Communication Workshop- South Asia, to be held in Chennai, India, September 18th–28th, 2017. This ten-day version of the popular workshop held annually at the Bloomberg School of Public Health in Baltimore, USA, is organized under the leadership of Dr. Benjamin Lozare.

Dr. Benjamin Lozare is the Director of Training and Associate Director of Johns Hopkins CCP. An international communication expert with extensive academic and practical experience, he is recognized and acclaimed for having successfully conducted over 100 similar versions of this workshop worldwide, resulting in an alumni base of over 5000 individuals in over 80 countries. Dr. Lozare, and his training team will guide participants through a journey of learning.

Uttara Bharath Kumar is Director of Capacity Implementation with the Health Communication Capacity Collaborative and an International communication specialist at Johns Hopkins University. She has over 24 years of experience with behavior change communication program design, implementation and training. Ms. Bharath Kumar is delighted to co-facilitate the LSHC workshop with Dr. Lozare in Chennai.

**THIS WORKSHOP IS USEFUL FOR:**
- Mid and senior level health communication professionals
- Those working in the area of behavior change for health and social issues
- Others interested in the art and science of strategic communication

The workshop applies the latest thinking and best practices in leadership to strategic health communication planning. This ten-day workshop provides an opportunity for participants from India and other regional countries to enhance Social and Behavior Change Communication (SBCC) understanding, knowledge and skills.

The highly participatory approach of the workshop is designed to help participants share their experiences and learn from the course directors and each other and open their minds to new thinking and inspiration.

The ultimate vision of the course is to promote more effective, state-of-the-art health and social communication programs that are result oriented and will improve the quality of communication for health and society globally.
WORKSHOP CONTENT

Participants will explore the elements of effective health and social behavior change communication and advocacy programs to create more competent and healthy literate societies. This includes learning to:

- Apply key leadership principles in designing strategic health communication programs
- Follow the P-Process to build health communication programs systematically
- Use strategic multi-media approach for messages that lead to behavior change
- Manage, implement, monitor and evaluate health communication projects that respond to people’s needs
- Educate with entertainment to reach a broader audience
- Learn to use advocacy, interpersonal skills and community mobilization
- Emphasize informed choice in client-centered counseling and materials
- Develop a complete communication program, interactive learning exercises and team work

The learning atmosphere is lively, friendly, and 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’ LSHC concept.

The workshop will be held in Chennai from September 18th-28th, 2017. Interested applicants are strongly advised to apply early due to high demand and limited number of seats in the 2017 workshop. All filled application forms should be submitted on or before 15th July, 2017.

For more information contact Ms. Sanjeeta Agnihotri at info@ccci.org.in

Applications submitted by 15th July, 2017 will be reviewed on an ongoing basis by a selection panel. Participants will be informed of their selection within one week of submitting their application.

VENUE

Workshop will be held at a residential facility. Details will be forthcoming. All participants (local and international) will be required to reside in the workshop venue and attend all sessions.
Feedback response from the past participants from the workshop:

"Working with diarrheal disease stakeholders is a large chunk of my work in PATH. I found the LSHC training helpful for strategic planning and review of the work that I do. And yes, if something has not been working – you need to change the strategy!"

-Sushmita Malaviya, Communications Officer, PATH, New Delhi.

"When I got to India for LSHC 2015 and I sat at the foot of Benjamin Lozare and Uttara Bharath, I knew it was the missing link in my career path! Upon coming back to Nigeria, I recommended my organization to sponsor some Radio and Television Producers we work with to LSHC, when they came back, we encouraged them to scale down what they learnt to their colleagues. Today, everybody is happy because our work speaks for us!"

-Eze Eze Ogali, Senior Technical Advisor, Johns Hopkins University- Centre for Communication Programs, Nigeria.

"I felt challenged to think broader, look at things differently, evaluate what I thought I knew. I also felt inspired to be the change I want to see”

- Rachel Mutuku, Director, Reproductive Health, Population Services Kenya

"This is one workshop I attended that has influenced me to go to another sphere of learning journey”

- Durga Prasad Pahari, Assistant Professor (MHPE), Tribhuvan University, Nepal