

NISUS COMMUNICATION INSTITUTE (NCI)

Presents

**“THE WORLD HEALTH ORGANIZATION’S and NEW YORK UNIVERSITY’S  
TRAINING PROGRAMME ON INTEGRATED MARKETING COMMUNICATION  
FOR BEHAVIOURAL IMPACT (IMC/COMBI) IN HEALTH AND SOCIAL  
DEVELOPMENT”**

**Coordinator: Dr. Everold Hosein, WHO Communication Advisor-Consultant  
Coordinator, NYU/WHO Annual Summer IMC/COMBI Institute  
Adjunct Professor of Communication, and Co-Director of the Global Health Communication Research and  
Resources Project, School of Liberal Arts, Indiana University, IUPUI Campus, Indianapolis**

Administered by: NISUS COMMUNICATION INSTITUTE (NCI), Indianapolis

**Dates: August 29 – September 7, 2007**

**Location: Prague, Czech Republic [*Hotel selection to be finalised*]**

Applications are invited for the 9-day version of the World Health Organization’s (WHO) and New York University’s (NYU) training programme on **INTEGRATED MARKETING COMMUNICATION FOR BEHAVIORAL IMPACT (IMC/COMBI) IN HEALTH AND SOCIAL DEVELOPMENT** which will be offered in **Prague, Czech Republic** for health promotion/health communication/health education/social mobilisation/programme communication and other development communication professionals from **August 29- September 7, 2007**. (*Conference hotel location to be announced*). The course will focus on both chronic/non-communicable/non-infectious diseases as well as infectious/communicable diseases, including HIV/AIDS, malaria and tuberculosis (among other health issues such as adolescent reproductive health ) and also a broad range of social development issues such as juvenile justice, early childhood stimulation and development, child protection, trafficking and violence against children, among other social change topics.

**Course Description:**

This 9-day course, a modified version of the NYU/WHO three-week institute offered every summer in New York, focuses on strategic communication planning for behavioral impact in health and social development. Behavioral results are viewed as the primary end-goals of health and social development programmes. The course stresses that behavioral impact comes with effective communication programmes purposefully planned for behavioral 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 behavioral results points to an approach for achieving behavioral objectives in health and social development. **WHO** has been applying this approach to a variety of desired healthy behaviours over the past six years and refers to it as “**COMBI**”, **Communication-for-Behavioural-Impact**. Selected **UNICEF** offices in collaboration with WHO have also been using the COMBI approach within its strategic communication/programme communication efforts in dealing with HIV/AIDS, maternal health, promotion of iodised salt, child protection and juvenile justice, early childhood development, and perinatal care. **UNFPA/Namibia** has collaborated with WHO in using the COMBI approach for HIV/AIDS prevention.

IMC/COMBI is not about producing posters and T-shirts and pamphlets. It applies in an integrated way the disciplines of marketing (including village-level marketing traditions), public relations and public advocacy, administrative mobilisation, advertising, counselling, personal selling, community mobilisation, health education, mass communication, folk media, and market research -- dedicated to the ultimate behavioural outcome(s).

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

Participants will learn how to apply the 10-step planning process of IMC/COMBI in the strategic planning of communication programmes for behavioral results. Participants will cover six main topics: Communication and Behavioral Goals; Basic Communication Techniques (Mass Media, Small Group and Personal Selling/Interpersonal Communication/Counselling); Marketing Principles and Practices for IMC; Marketing Research and Programme Evaluation ; Community Mobilisation , Advertising and Public Relations; Integrated Marketing Communication Practicum. Each participant will work (as part of a group) on the design of an IMC/COMBI plan for a specific behavioral result in a health or social development field to be presented on the final day of the course.

The Course Coordinator is Dr. Everold N. Hosein, Communication Advisor-Consultant , World Health Organization (WHO), Geneva and Tunis, who also serves as the course coordinator for the annual 3-week Summer (July) Institute on IMC/COMBI offered by New York University in collaboration with the WHO Mediterranean Center for Vulnerability Reduction (WMC), Tunis, Tunisia. Nisus Communication Institute (NCI) is a New York and Indianapolis based institution which developed the curriculum for the NYU/WHO Summer Institute and will serve as the administrator for this training programme.

**Tuition:**

US \$1,875 per person (includes costs for all course materials, and morning and afternoon coffee/tea breaks).

**Accommodation/Meals :**

Accommodation and meals will be the responsibility of individual participants or their sponsors. Special rates within the limits of United Nations per diem rates will be available at the selected hotel in Prague, Czech Republics. (*Special instruction on making hotel reservation will be issued once a final decision has been made on the hotel choice in Prague.*)

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

**Schedule:**

Sessions will be held everyday (except Sunday , September 2, 2007 ) from 8.30 A.M. to 5.00 P.M. Please note that a half-day session will be held on Saturday, September 1, 2007. The first session will begin at 8.30 A.M. on **Wednesday, August 29, 2007** at the Conference Room of the selected hotel in Prague. The last session will conclude around 1.30 P.M. on Friday , September 7, 2007. Working Groups will be expected to work on their COMBI Projects during some evening hours.

**Application Process and Deadlines:**

Sponsoring institutions should simply submit the names of sponsored participants with contact information to Dr. Everold Hosein, Course Coordinator, by e-mail: [Everold@aol.com](mailto:Everold@aol.com) or [Everold.Hosein@wmc.who.int](mailto:Everold.Hosein@wmc.who.int) by August 7, 2007. Instructions on payment of the tuition fee will be provided on receipt of the applications. There is no special application form; just the submission of the participant's name by the sponsoring agency will suffice.

**For Further Information:** Please contact Dr. Everold Hosein at e-mail: [Everold@aol.com](mailto:Everold@aol.com) or [Everold.Hosein@wmc.who.int](mailto:Everold.Hosein@wmc.who.int)

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