

**NEW YORK UNIVERSITY (NYU) in collaboration with the WORLD HEALTH ORGANIZATION (WHO)
2006 Summer Training Programme in Communication for Behavioural Impact (COMBI)**

Title **THE 2006 SUMMER INSTITUTE ON INTEGRATED MARKETING
COMMUNICATION FOR BEHAVIORAL IMPACT (IMC/COMBI) IN HEALTH AND
SOCIAL DEVELOPMENT**

Hosts: New York University (NYU) -- The Steinhardt School of Education/Office of Special Programs and Department of Nutrition, Food Studies and Public Health; World Health Organization (WHO) Mediterranean Center for Vulnerability Reduction (WMC) , Tunis, Tunisia

Dates: July 9-29, 2006 (3 Weeks)

Location: New York University, School of Education, New York (Greenwich Village), New York, U.S.A.

Language: The language of instruction will be English

Course Description: This New York University course in collaboration with the World Health Organization/WMC focuses on strategic communication planning for behavioral impact in health and social development. Behavioral results are the primary end-goals of health and social development programs. The course stresses that behavioral impact comes with effective communication programs 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 communicable diseases over the past three years and refers to it as "COMBI", Communication-for-Behavioural-Impact. 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.

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

Participants will learn how to apply the techniques of IMC/COMBI in the strategic planning of IEC programs 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 Program Evaluation ; Community Mobilisation , Advertising and Public Relations; Integrated Marketing Communication Practicum. In small Planning Groups, each participant will work on the design of an IMC/COMBI plan for a specific behavioral goal in a health or other social development field of his or her choice. The Institute Coordinator is Dr. Everold N. Hosein, Communication Advisor, World Health Organisation (WHO).

(See Website below)

Tuition: US \$2,700

Housing: New York University Housing: \$1,200 for three weeks. (Meals are extra at about \$25.00/day)

Funding: Various UN agencies and bi-lateral donors have funded participants in the past.

Contact New York University

Information: School of Education – IMC Institute, Office of Special Programs

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WEB SITE FOR MORE INFORMATION: <http://education.nyu.edu/summer/imc/>