Do you want to communicate effective health messages that change people’s behaviour?

Would you like to find out about social marketing?

Are you interested in developing and testing health messages for maximum impact?

Q: What do the following have in common: posters, TV, DVDs, pamphlets, radio, magazines, newspapers, songs, theatre, puppets, community meetings, websites, health professionals, Facebook, Twitter and SMS?

A: They can all successfully communicate health messages that change knowledge, attitudes, beliefs and behaviours.

This course will enable you to effectively plan, develop, pre-test, implement and evaluate behaviour change communication programs. Participants will be led through an engaging program using discussion, videos, case studies, lectures and group work.

Make tomorrow better.
Curtin University Health Promotion short courses are suitable for those already working in the health sector, those wanting to move into the area and those wanting to incorporate health promotion principles into their role.

This Behaviour Change Communication short course is ideal if you wish to build health communication skills and knowledge quickly in a stimulating environment with the assistance of highly qualified academic staff and invited industry leaders.

The course will focus on communication strategies suitable for reaching a large number of people in the wider community or in a particular setting (e.g. school or workplace).

This four day course aims to provide you with the skills needed to run effective behaviour change communication programs. You will be introduced to best practice principles and explore many examples of innovative and successful health communication programs.

You will work in small groups to develop a plan for a program of your choice—instantly applying the ideas and information you have just gained. This course is highly interactive, you will be given the opportunity to discuss health issues with industry experts, academics and course participants.

Planning, developing, pre-testing, implementing and evaluating behaviour change communication interventions (4 days)

Day 1
- Introduction to behaviour change communication and social marketing
- Changing people’s behaviour
- Planning and strategy development

Day 2
- Getting to know your target audience
- Developing and pre-testing concepts, messages and materials

Day 3
- Implementing health communication programs

Day 4
- Assessing effectiveness and making refinements
- Presentation of group project plans

Participants can apply for Credit for Recognised Learning (CRL) for elective units within Curtin health promotion courses, following successful completion of an additional two assessments.

Cost per person: $1050

For more information see http://healthsciences.curtin.edu.au/teaching/soph_short_courses.cfm
To enrol in this course please contact Michelle Francis at: PHealthStudentSupport@curtin.edu.au

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