

International training announcement: **Communication, Advocacy and Training Skills (CATS)**

Introduction:

The 5th international course aims at sharpening the skills of health workers/promoters who are engaged in communication, advocacy and training others and delivering health promotion services to their various communities.

The course focuses on enhancing the practical knowledge and skills of participants who are involved in increasing the knowledge of the audience with whom they are working. As a result, they will be able to design and deliver messages in a way that meets the needs of those audiences. The participants will be taught about the effective use of PowerPoint and Active Learning methods.

The course outline:

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| 1. Effective Communication | 8. Learning Tools and Materials |
| 2. Communication and persuasion | 9. Preparing a training |
| 3. Persuasive Health Message Framework | 10. Message Design |
| 4. Know your audience | 11. Delivering Presentations |
| 5. Communicating with Policy Makers | 12. Preparation of presentation |
| 6. Advocacy | 13. Delivery of Presentation |
| 7. Active Learning | |

Methodology:

The training methodology will be based on adult learning principles and will be conducted in a very informal environment.

- Class presentations
- PowerPoint exercises
- Discussion groups
- Problem solving groups
- Gap filling, short answer, essay writing etc.
- Role plays, practical exercises
- Various art and graphic exercises
- Field presentations

Media:

Computers with access to WiFi internet, multimedia projector, overhead projector, slide projector, video and local and low cost media will also be used.

Target group: Health Workers/Supervisors, IEC Worker/Supervisor and Training Officer/Supervisor and any staff with training and communication responsibility.

Course prerequisites: A good command of English language is essential.

Date: 25-30 March 2012 (1 week)

Venue: BIKASH Nepal Training Centre, Green Pastures Complex, Pokhara

Main facilitator:

Ms. Fiona Budge, She is a New Zealander with a bachelor's degree in Public Relations and Cultural Anthropology. Fiona is also a qualified Nurse and Occupational Therapist with experience in the National Leprosy/ TB programme in Nigeria.

Certification:

A certificate will be awarded at the end of the training on successful completion.

Course fee: (for all above courses)

US\$ 600 including full board and lodging. The course fee also covers required educational materials local transportation.

For further information, please contact:



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