

# REPORT ON REGIONAL WORKSHOP ON INTEGRATION OF COMMUNICATION FOR SOCIAL AND BEHAVIOUR CHANGE (CSBC) IN NORTHEAST INDIA

**DATE:** 1<sup>st</sup> to 3<sup>rd</sup> June 2023

## **OBJECTIVES:**

- a. To institutionalize Communication for Social and Behavior Change (CSBC) as a critical academic discipline** by engaging educators and development practitioners in revising and integrating updated learning modules that reflect pressing social issues such as gender equality, climate change, and public health within university curricula.
- b. To build educator capacity and promote interdisciplinary approaches** aligned with the National Education Policy 2020 through orientation on CSBC pedagogy, exposure to behavioural science and AI applications, and technical support for curriculum development.
- c. To foster collaboration and future opportunities** by creating a platform for knowledge sharing among universities, highlighting career prospects in CSBC across development sectors, and reinforcing the role of evidence-based strategies in achieving sustainable social and behavioural change at local, national, and global levels.

**TARGET AUDIENCE:** 20 Higher Educational Institutions of North East India

**NO. OF PARTICIPANTS:** 45

## **The Workshop Brief /Expected Outcome**

The Regional Workshop on the integration of Communication for Social and Behaviour Change (CSBC) modules into



university curricula was held from June 1–3, 2023, in Siloam, Meghalaya. Organized by

Assam Don Bosco University in collaboration with UNICEF through the North East Social and Behavior Change (NE SBC) Alliance Secretariat, the workshop brought together educators and development practitioners from 16 higher education institutions across the Northeastern region and West Bengal.

The program aimed to institutionalize CSBC as a critical field of study to enhance community well-being and address priority areas through education and research. It sought to orient participants on the CSBC curriculum, introduce new approaches like behavioural science and artificial intelligence, and facilitate knowledge sharing and collaboration.

**Key highlights included:**

- Revising and updating nine CSBC learning modules to address modern development challenges such as gender, climate change, and public health.
- Capacity-building sessions and technical support for educators to integrate CSBC into curricula.
- Discussion on interdisciplinary approaches in line with the National Education Policy 2020.
- Insights into career prospects for CSBC professionals in development sectors, NGOs, and academic institutions.



Fig-2: Presentation on SBC Modules

This workshop underscored the importance of CSBC in fostering evidence-based strategies to drive positive social transformation, with a focus on regional, national, and global impact.