

DESIGNING FOR BEHAVIOUR CHANGE

A two-day online workshop that equips learners with a basic understanding of the essential skills and knowledge to design interventions that promote positive changes in people's behaviour.



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“The Designing for Behaviour Change workshop had lots of content that I found useful for my work. Nicholas also delivered the workshop in an engaging manner. I would recommend this workshop to anyone looking to gain a wider perspective on how you can change people's behaviour, and running your projects more effectively!”

Nor Lastrina Hamid -Co-founder of Singapore Youth for Climate Action



THROUGH THE WORKSHOP YOU WILL LEARN TO:

- ▶ Define behaviour change
- ▶ Identify factors that influence behaviour using the RANAS model
- ▶ Explain the transtheoretical model of behaviour change in relation to how they can be applied to a behaviour change intervention
- ▶ Explain the process of designing a behaviour change intervention
- ▶ Write a clearly-defined behaviour change statement
- ▶ Identify the key features of a doer/non-doer methodology
- ▶ Select behaviour change techniques
- ▶ Craft effective behaviour change messages



WHO SHOULD ATTEND:

Youth and adults who are actively involved in, or interested in, contributing to social or environmental change and are interested in learning how to design behaviour change interventions.



ELIGIBILITY:

While there are no academic prerequisites for entry into this workshop, learners will preferably:

- ▶ Possess basic IT literacy
- ▶ Have advanced English language proficiency (both written and oral)
- ▶ Be willing to join discussions and work with others



ABOUT THE TRAINER:



DELIVERY PATHWAY

The session will be conducted live via Zoom



ASSESSMENT

A closed book test of application and multiple-choice questions on content covered in the workshop. Achieving 75% on the test will earn a certificate of excellence.

FEES

Standard fee S\$90

Raikan Ilmu discounted fee S\$20

Participants can request for waivers or subsidies if they cannot afford the fee. These will be considered on a case-by-case basis.

CONTACT:

Sign up at rebrand.ly/DBCWorkshopSignup.

Email us at bclab@washinseasia.org for more information.

Nicholas Boon has been working in the development and humanitarian sector for five years focusing on disaster risk reduction, public health and psychosocial support. He is a trained lay counsellor and a trainer in the Participatory Hygiene and Sanitation Transformation (PHAST) methodology (an approach to change hygiene behaviour) as well as the International Federation of the Red Cross and Red Crescent Societies (IFRC)'s Community-Based Psychosocial Support. He has experience in designing and executing behaviour change campaigns, supporting people in crisis and assisting people in relapse prevention. To-date, he has conducted over 40 customised trainings in Singapore and Southeast Asia and has taught over 800 participants.