



**A Curriculum for
Interpersonal
Communication
(IPC) Skills
in Pakistan's COMNet PEI**

Participants's Guide

2014

Government of the
Islamic Republic of Pakistan

In partnership with UNICEF
Pakistan



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Getting Started

Module Learning Goals:

- | | |
|----------|-----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |
| 9. _____ | 10. _____ |

Rules of Behavior:

- | | |
|----------|-----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |
| 9. _____ | 10. _____ |

Notes:

An introduction to Behavior Change Communication

Exercise 2.3, the 8 Ps of BCC:

Price

By adjusting a product, service or behavior to reflect cheaper or more expensive costs, citizens/consumers are often convinced that it is in their best interest to practice a given healthy behavior.

Strategy: _____

Product

Product focus in BCC campaigns regularly review the products or behaviors themselves and try to determine if there are characteristics about the product or behavior which inhibit people from using it/practicing it, or, if there are ways to improve the product or behavior in order to make it more attractive.

Strategy: _____

Placement

When taking a strategic approach, writers of a BCC strategy often consider where and how a given product or outcome can be more easily adopted as a choice for consumers/citizens. To do this, strategies work for a healthier choice by ensuring it is physically easily accessible to consumers/citizens.

Strategy: _____

Promotion

What is often viewed as ‘advertising’, ‘public relations’ or ‘public awareness messaging’,

promotion involves messaging on a mass scale, and which speaks to raising a targeted public awareness around a product or behavior.

Strategy: _____

Publics (external and internal)

BCC strategies target two separate groups when they focus on 'Publics'. The first 'Public' are external groups, such as law-makers, bureaucrats, or the private-sector, who are agents who have the potential to impact a product or behavior. However, BCC strategies also often target their own 'internal' employees/population as an area to work with. In the case of the Polio eradication initiative, social mobilizers are definitely an 'internal public' which have been considered a strategic focus for BCC programmes.

Strategy: _____

Policy

BCC strategies nearly always work with policy makers to ensure that policy change encourages and supports an environment which will make a healthier choice much more attractive to citizens/consumers.

Strategy: _____

Partnerships

As no one organization can effectively make a large-scale change in public health behavior on its own, it is important to lobby and bring onboard partners in areas where they can add expertise, authority, influence or capacity.

Strategy: _____

Purse-strings

Advocating donors, philanthropists, governmental budget makers, or the private-sector to financially support a BCC initiative is often a critical component of any strategy.

Strategy: _____

Developing Your Interpersonal Communication Skills, and Utilizing Your Target Messages

Notes:

Improving Social Mobilizer's Negotiating Skills

Exercise 4.1

Assessing the Caregiver's Circumstances:

Video 1

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 2

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 3

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 4

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 5

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 6

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 7

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 8

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 9

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Video 10

Reasons given for refusal _____

Real reason for refusal _____

Mistakes made by the social mobilizer _____

Strategies for a successful immunization _____

Exercise 4.4

Assessing the Caregiver's Circumstances:

Notes for IPC visits role plays

Role Play 1

Good approaches _____

Mistakes made _____

Role Play 2

Good approaches _____

Mistakes made _____

Role Play 3

Good approaches _____

Mistakes made _____

Role Play 4

Good approaches _____

Mistakes made _____

Role Play 5

Good approaches _____

Mistakes made _____

Managing Conflict Resolution

Video 1

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 2

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 3

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 4

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

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What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 6

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 7

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 8

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 9

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Video 10

What is the family's situation? _____

Does the social mobilizer take notice of any conflict and act appropriately? _____

What strategies did the social mobilizer use to diffuse the situation? _____

Did the social mobilizer increase the possibility of conflict, how so? _____

Notes:
