

ADVANCES IN DEVELOPMENT COMMUNICATION

An intensive learning opportunity in Arabic Beirut, Lebanon

February 1- February 12, 2010

The Health Education Resource Unit (HERU)/ Faculty of Health Sciences/ American University of Beirut (AUB) and the Center for Communication Programs (CCP)/ Bloomberg School of Public Health/ Johns Hopkins University, present the sixteenth Arabic Advances in Development Communication workshop. By the end of the workshop, participants should be able to design, plan, implement, monitor and evaluate an effective program in development communication.

Workshop Participants Learn to:

- **Think Strategically** to design effective development communication programs.
- **Listen to the Audience** to develop participatory programs.
- **Follow the "P" Process** to build programs systematically.
- **Enhance Advocacy** skills with the "A" Frame model.
- **Use Multi-Media** for messages that lead to behavior change.
- **Manage Development Communication Projects** that respond to people's needs.
- **Educate with Entertainment** to reach a broader audience.
- **Apply State-of-Art Communication** approaches.
- **Strengthen Community Mobilization** skills with grass roots communication.
- **Attract Corporate and Media Support** to leverage communication programs costs.

The workshop fee of US \$3,200 includes single room accommodations, breakfast, lunch, workshop transportation from airport to conference center and back, trainers' costs, background materials, training materials and supplies, computer use, field trips, certificate awards and social programs. The fee does not include dinner, incidental or personal expenses or round-trip travel to Beirut. If you are interested in attending, we encourage you to seek funding to support your participation. Potential funding sources include:

- United Nations Agencies such as UNICEF, UNFPA, UNDP, WHO, WORLD BANK.
- USAID country missions.
- Bilateral donors and development agencies
- National and International agencies/ NGOs

Workshop Accommodations: Participants will be accommodated in Hotel Le Cavalier in Hamra Street, Beirut, Lebanon, which is a walking distance from AUB.

Applications are due by December 10, 2009

Admission to the Workshop:

Participation is open to high and middle-level decision-makers, development communicators, administrators, health educators, program officers and donor agency field staff. Participants must be fluent in written and spoken Arabic.

Center for Communication Programs and HERU:

The Center for Communication Programs reaches people in more than 100 countries to help them make important decisions about their health behavior. The Center operates in more than 60 developing countries. As part of the INFO (Information and Knowledge for Optimal Health) Project, the Center publishes *Population Reports*, the authoritative review journal on health topics, and maintains POPLINE, an international population database available on compact disc.

HERU is a community-oriented initiative which supports health promotion professionals in Lebanon and the Arab Region with materials and access to expertise in their areas. HERU also provides training and technical assistance in different fields such as program evaluation and materials development. For more information please visit the site: <http://fhs.aub.edu.lb>

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