

**Training Program on
Social and Behaviour Change (SBC) for Disaster Risk Reduction
In Collaboration with UNICEF
22-24 July 2026,**

Venue: NIDM, Rohini Campus, New Delhi

**BACKGROUND: SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION (SBCC)
IN DISASTER RISK REDUCTION (DRR)**

Behaviour change has long been accepted as the key goal towards which disaster preparedness and development interventions should aim. When individuals and communities take on board the practice of disaster preparedness and risk reduction in their own decision-making, then their resilience is strengthened, and they have the means to adjust to changing circumstances and continue to reduce vulnerabilities and enhance safety. Social and Behaviour Change Communication is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviors. SBCC interventions are designed based on evidence and follow a systematic process of analysis to define barriers and enablers of change leading to a comprehensive set of tailored interventions that promote desired behaviors. SBCC has proven effective in several areas of health, education, nutrition, child protection, water, sanitation and hygiene and others.

Social Behavior change communication (SBCC) is the strategic use of communication approaches to promote changes in knowledge, attitudes, norms, beliefs and behaviors. SBCC refer to the coordination of messages and activities across a variety of channels to reach multiple levels of society, including the individual, the community, services and policy. SBCC strategies, including participatory and community-based approaches, advocacy at different levels, risk communication and inter-agency, interdepartmental and intergovernmental dialogue, reinforce the effectiveness of DRR and preparedness efforts – as they do for regular social sector programming. Coordinated, clear and credible communication aids in minimizing resulting health, social and economic costs. Communication is crucial to addressing the behavioral and social aspects of risks that precede and follow an emergency, and as such must be integrated into the response agenda from the outset. It is critical to ensure that communication efforts are harmonized, relevant, timely, financially supported and aligned to all facets of emergencies - Mitigation, Preparedness, Response and Recovery, with different objectives at each phase. Communities need to be informed motivated and equipped to practice the necessary protective and preventive behaviours and this can be achieved through effective SBCC programming. India continues to be highly exposed to various

hazards including earthquakes, floods, cyclones and drought as well as fires, industrial accidents and man-made disasters-civil unrest and others. Every year, more than fifty million people in India are affected by disasters and an average of 4000 people lose their lives¹. Of those affected annually, some 8.5 million are children under the age of five and about 3.3 million are pregnant and lactating mothers². Recurrent disasters also appear to have adverse longer-term consequences on economic growth, development and poverty reduction targets including achieving the SDGs.

INTRODUCTION:

NIDM & UNICEF have come together to enhance abilities and skills of government functionaries and key stakeholders in SBCC to address the social and behavioral aspects of DRR. The overall objective of this partnership is to empower service providers at different levels to understand the importance and core concepts of social and behaviour change and have the ability to integrate SBCC in all forms of disaster risk management from prevention, mitigation and preparedness through to crisis response and recovery.

As part of this endeavor, NIDM and UNICEF have developed:

- A SBCC 90 minutes module which can be combined with different trainings on DRR. Within the module 60 minutes is dedicated to core concepts of SBCC and 30 minutes to specific SBCC needs of different disasters namely floods, cyclones, earthquakes and public health.
- SBCC toolkit with key behavioral messages for different types of disasters (mentioned above) in key sectoral areas of health, nutrition, WASH, education, child protection etc. has also been developed and pilot tested.

SUGGESTED READINGS:

National Policy on Disaster Management 2009

<http://www.ndma.gov.in/images/guidelines/national-dm-policy2009.pdf>

National Plan on Disaster Management, India. 2019

<https://ndma.gov.in/sites/default/files/PDF/ndmp-2019.pdf>

Social and Behavioral Change Communication Module

https://nidm.gov.in/PDF/Modules/NIDM_SBCC2021.pdf

Social & Behavioral Change: Facilitators' Guide

https://nidm.gov.in/pdf/Modules/sbc_fac_guide.pdf

¹ EM-DAT (2013): India Country Profile Natural Disasters

² Ibid

COURSE OBJECTIVES:

The objectives of the programme are as follows:

- ✓ Understand SBC concepts, SEM, HCD and participatory approaches for DRR.
- ✓ Apply behaviour-centred planning in disaster risk management.
- ✓ Strengthen risk communication, rumour management and community engagement.
- ✓ Use AI responsibly for SBC in DRR.
- ✓ Develop state and district SBC-DRR action plans and monitoring frameworks.

PROGRAMME HIGHLIGHTS

- Community engagement and behavior analysis
- Risk communication and trusted messengers
- Rumor management
- Responsible use of AI and AI practice lab
- SBC toolkit orientation
- Assam rollout experience
- State/District action planning and peer review

TARGET PARTICIPANTS

Officials from SDMAs, DDMAs, Rural Development, Panchayati Raj, Health, Education, WCD, Water & Sanitation, Urban Local Bodies, training institutions, academia and development partners.

VENUE & DURATION

22–24 July 2026

NIDM, Rohini Campus, New Delhi

Three-day residential programme.

LANGUAGE OF INSTRUCTION:

The medium of instruction will be English. However, the resource persons are free to choose either local language or English during the presentation and discussion as per the demand of the participants.

TRANSPORT/TRAVEL, ACCOMMODATION, FOOD:

The course is residential. Participants shall be provided with boarding and lodging arrangements by NIDM. Local transport cost is to be borne by the individuals. Tea and working lunch would be served during the programme.

EVALUATION

The training programme shall have a dedicated session for feedback for each Session and valediction. The participants will be provided with an evaluation performa and link, which may be completed and submitted.

ATTENDANCE & CERTIFICATE:

Marking attendance pre-lunch and post-lunch is compulsory for certification. A certificate would be provided on successful completion of the course.

ORGANIZING TEAM

PATRONS

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TENTATIVE SCHEDULE

TIME	SESSIONS CONTENT / METHOD	RESOURCE PERSON
DAY 1		
09:30-10:00	Registration Participant registration, seating and pre-work completion; QR code for agenda, attendance and pre-test poll.	NIDM / EID
10:00-10:30	Welcome and Context Setting - Welcome remarks; UNICEF perspective - why SBC for DRR - NIDM keynote on National DRR priorities and importance of community engagement - Vote of thanks – NIDM	JD NIDM / UNICEF
10:30-10:45	Session 1: Workshop commitments and ways of working Parking lot, “what I need to do” wall, mood meter, ground rules and explanation of workshop outputs.	EID
10:45-11:00	Tea break	
11:00-12:30	Session 2 : Introduction to Community engagement approaches SBC for DRR: SEM, PCA & HCD SBC concepts; socio-ecological model; HCD, PCA stakeholders and influencers; risk perception, trust, norms, barriers and facilitators	EID
12:30-13:00	Session 3: DRR inputs strengthened by SBC Quiz on approaches to use: Mentimeter/ Card game	EID
13:00-13:30	Session 4: Understanding Vulnerability Drivers	EID

	What makes community vulnerable to disasters	
13:30-14:15	Lunch	
14:15-15:15	Session 5: Mapping the disaster risk landscape and behaviour lens Preparing the regional hazard profile: flood, cyclone/storm, heavy rainfall, landslide, heatwave; vulnerable groups and drivers of vulnerability	EID
15:15-16:00	Session 6: Community engagement and people-centred approaches Community engagement phases; Core Humanitarian Standard; accountability to affected populations; using community feedback for continuous improvement; Kerala floods/build-back-better example.	EID
16:00-16:15	Tea break	
16:15-17:15	Session 7: CFM Designing the Community feedback and grievance loop	EID
17:15-17:30	Conclusion of Day 1 Mentimeter/quiz, parking lot review and two takeaways/two improvement suggestions.	EID
DAY 2		
09:30-09:45	Recap and feedback from Day 1 Learning check, clarifications and Day 2 plan.	NIDM/EID
09:45-11:30	Session 8 : Communication for SBC in DRR Tailored communication approaches, channel mix before/during/after disasters, trusted messengers, co-created solutions and message design. Risk communication and trusted messengers Activity: communication vignette.	EID
11:30-11:45	Tea break	
11:45-13:00	Session 9: Rumor management Rumor identification, tracking, verification and correction; helplines/listening posts/social listening.	EID
13:00-13:45	Lunch	
13:45-14:45	Session 10: Responsible use of AI for SBC in DRR Using AI; Pros and Cons. How to best use AI and Manage Risks associated with AI.	EID

14:45-15:45	Session 11: AI practice lab: prompt, review and contextualize Groups create AI-assisted warning/ FAQ/ job-aid content and review it for accuracy, cultural relevance, inclusion, language, do-no-harm and actionability.	Group work, EID
15:45-17:00	Session 12: Planning and monitoring for SBC in DRR Develop behaviour objectives, audiences, intervention mix, indicators and reporting formats; monitor reach, recall, engagement, adoption, inclusion and feedback resolution.	EID
16:15-16:30	Tea break	
17:00- 17:30	Day 2 wrap-up <i>Reflection: what will change in state/district SBC-DRR planning after today?</i>	EID
DAY 3		
09:15-09:30	Recap and feedback from Day 2 Learning check, parking lot review and Day 3 plan.	NIDM/EID
09:30-11:15	Session 13 : DRR-SBC toolkit orientation Introduce toolkit components: communication materials, coordination and planning templates, user guide/checklists, GIFs/digital materials, 90-minute module and revised SBC-for-DRR module.	EID
11:15-11:30	Tea break	
11:30-12:30	Session 14: Taking SBC for DRR to the Last Mile: Assam's Rollout Story Institutionalizing SBC for DRR from State to Gram Panchayats.	ASDMA
12:30-13:45	Session 15: State/ district SBC-DRR action planning lab Group presentations and peer review Prepare action plans with priority hazard, target audience, behaviour objective, channel mix, partners, timeline, resources, AI/toolkit support, monitoring indicators and feedback system	NIDM / UNICEF / EID
13:45-14:30	Lunch	
14:30 15:00	Way forward and institutional follow-up	NIDM / UNICEF

	Agree on state adaptation process, district roll-out, master trainer pool, support needs and documentation	
15:00 - 16:00	Feedback, certificates and closure Post-test/evaluation, certificates and closing remarks.	NIDM / UNICEF/ EID
	Valedictory Session	
16:00-Onwards	Tea break and Closure	