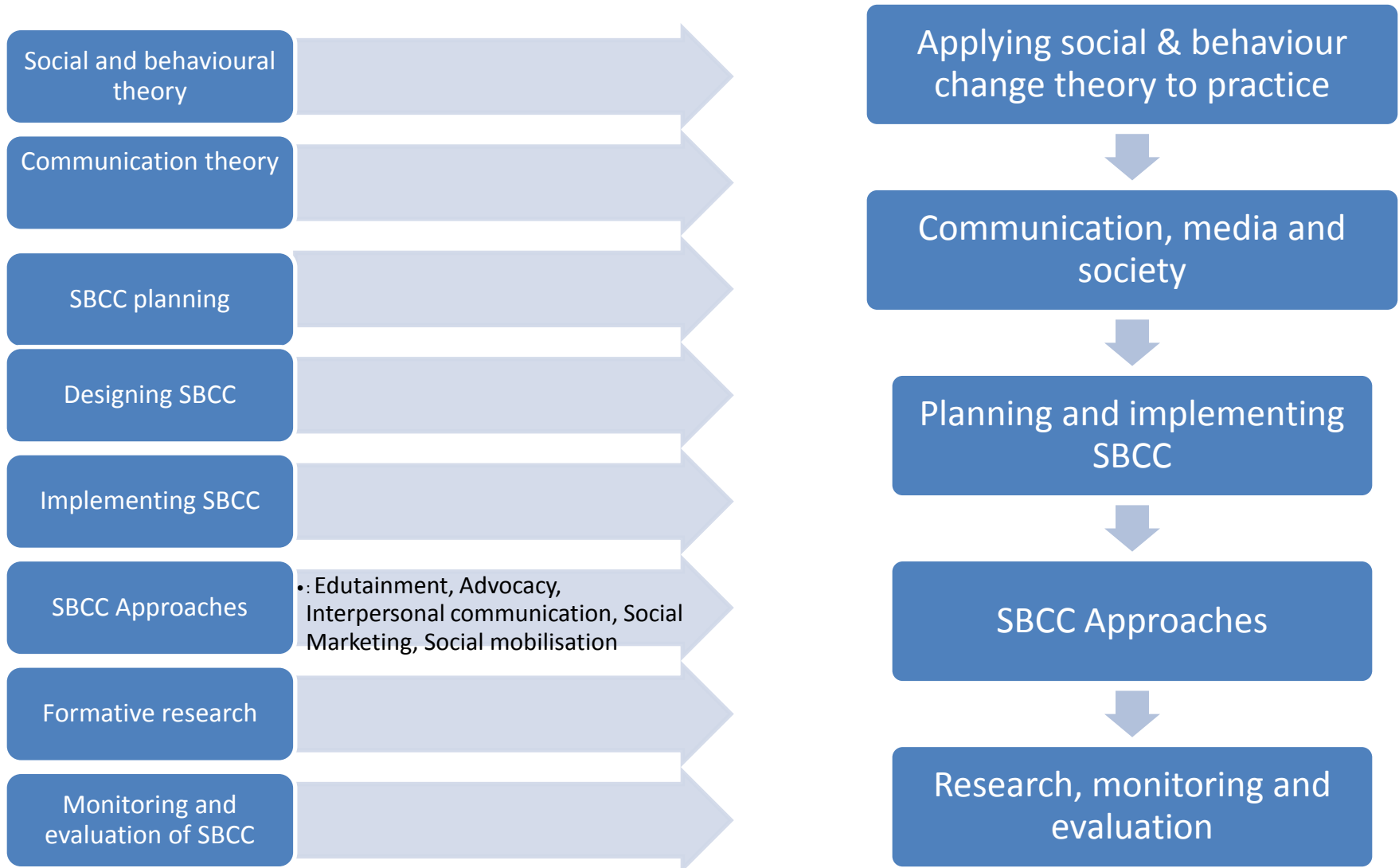




**WITS School of
Public Health**

- The University of Witwatersrand is located in the heart of Johannesburg, South Africa
- One of 7 schools in Faculty of Health Sciences
- Social and behaviour change communication (SBCC) is a field of specialisation on the Master of Public Health (MPH) programme & certificated short-courses
- Linkages to the Wits Journalism Development Communication

SBCC Competencies mapped onto MPH (and short) courses



Pedagogical approach

- Student-led sessions
- Group work
- Simulation exercises
- Case studies – especially of practitioner work
- Online discussion forums
- Assessments that require application



MPH SBCC students 2010-2014

47 students from 15 countries
in West, East and Southern
Africa

Part-time students who are
SBCC practitioners working in
Africa

Courses run in one-week
blocks and students go back to
work between courses – so
their work is their “practicum”
85% on-time throughput



SBCC Research projects

- After completing the 12 courses (usually over two-years part-time)
- ALL MPH in SBCC students undertake a research project (some in their workplace)
- Examples:
 - Audience reception study of two songs about HIV and AIDS in Zimbabwe
 - Formative research on tuberculosis in Malawi
 - How nursing is portrayed in print media in South Africa
 - Evaluation of SBCC intervention: Role of community dialogue
 - HIV positive men's experiences of accessing HIV services in Eastern Cape, South Africa

Selection and Management of MPH SBCC Student Research Projects

Students mostly identify their own research topics in SBCC and study sites (with input from an academic advisor). We are planning to be more directive and to provide students with a selection of topics and / or study sites.



Where our students work

- Government – health promotion / communication / National AIDS committees
- Non-governmental organisations – working in different sectors e.g. health and development communication
- Academic institutions / Research organisations – e.g. universities / Centers for Disease Control





Student voices

“I now understand why one needs to build skills, people need to understand why they have to change behaviors; I now have an understanding of the difference between information, education and communication and health promotion”
(MPH SBCC student after year 1)

“Learning theories and models like social cognitive theory has enriched my approach to designing the kind of information that I can give to the public” (MPH SBCC student after year 1)

Contacts

- MPH in SBCC, SBCC short courses:
- SBCC coordinator - Sara Nieuwoudt:
Sara.nieuwoudt@wits.ac.za

Nicola Christofides: nicola.chris@gmail.com