

Promoting Healthy Behaviours

If your job is to promote healthy behaviours, this training will give you models, insights and tools to create positive outcomes.

- ▶ You'll work in an enjoyable, collaborative atmosphere to engage the four principles of behaviour change: motivated actors, compatible actions, credible inviters, and persuasive invitations;
- ▶ You'll use a step-by-step program design template that generates measurable results (it's worth it for the template alone);
- ▶ You'll create a rigorous project design and evaluation plan for your next real-life project.

The course is specially suited for health promotion professionals who develop and run community development or social marketing projects in fields such as drug and alcohol education, smoking cessation, HIV and sexuality, injury prevention and community safety.



What participants say

'I really liked the way you were able to talk us through concepts. I plan to go back to the workplace and challenge the way we plan our social marketing programs.'

- Health marketer, NSW

'I've learnt more in the last 2 days than in the last 12 months.'

- HIV project officer, NSW

'I'm fired up now I have something like this to back me up.'

- Community project facilitator, WA

'Extremely useful and empowering to me personally and professionally.'

- Drug and alcohol program manager, Qld

'Made me realise I had stalled my creative thinking - oiled the wheels again.'

- Violence prevention professional, NSW

'Really good. Consolidated a lot of knowledge and theories into a comprehensive project planning approach for change.'

- Project coordinator, ACT

Presented by
Les Robinson
one of Australia's leading
change facilitators



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Are you an experienced health promoter looking for a fresh approach? A novice about to embark on your first project? If so, this course will transform the way you think and work.

It combines social psychology with systematic project design practice, informed by inspiring case studies from Australian and overseas.

What you'll take away

- A solid grounding in the social psychology of change.
- A step-by-step template that integrates project design and evaluation in a single seamless process.
- The ability to devise and test a unique 'theory of change' for every project.
- The ability to develop and deliver persuasive messages.

Course contents

This course is a chance to develop your next real life health promotion project in an enjoyable and stimulating atmosphere. Here's what you'll cover:

DAY 1

Morning:

A crash course in the psychology of behaviour change that includes: an all-purpose model of voluntary change; diffusion theory; social norms; reactance theory and comfy zones; and the pleasure principle.

Afternoon:

Effective processes and tools:

- Clarifying objectives
- Collecting diagnostic data
- Identifying actions and actors

DAY 2

Effective processes and tools, continued:

Morning:

- Indicators and methods for tracking change
- Social research
- Testing the do-ability of the behaviour
- Framing an inclusive purpose

Afternoon:

- The enabling factors (= your theory of change)
- Choosing effective tactics
- Who's your voice?
- Devising persuasive messages
- Action learning

All participants receive a detailed book of course notes with all tools. It includes a complete template for program design and evaluation - a fantastic resource that's ready to use in your next project.

About the presenter

Les Robinson,

author of *Enabling EcoAction*, is one of Australia's most experienced communication trainers and facilitators.

Les's approach distills a wealth of practical campaign experience together with in depth research into social psychology and social marketing, combined with global research into good practice in the design and evaluation of social change programs.

The Enabling Change approach has been developed through interaction with over 1000 educators in fields as diverse as health promotion, sustainability, natural resource management, energy and water conservation, road safety, workplace safety and crime prevention.

'Enabling Change recognises that we cannot work against people's motivations. It is far better to identify those motivations which are consistent with healthy outcomes and apply our efforts to building peoples' confidence and capacity to act on them.'

Les was formerly Social Marketing Director at Social Change Media in Sydney.

You can find out more, and access a host of practical tools and resources at www.enabling-change.com.au

About the approach

The training integrates a number of health promotion theories and models into a pragmatic approach to voluntary change that aims to overcome some of the weaknesses found in traditional social marketing and community education paradigms. The Diffusion of Innovations theory is utilised to explain the social spread of behaviours and

the adoptability of different health practices. The rigorous program design template automatically generates an evaluation strategy based on program logic and 'theory of change'. The emphasis is on practical real world applications, hence collaborative design tools are included at each step.

The BOOK the training in your organisation

Call Enabling Change on 0414 674 676
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For more details: click on www.enablingchange.com.au