

RURAL DEVELOPMENT through DECENT WORK

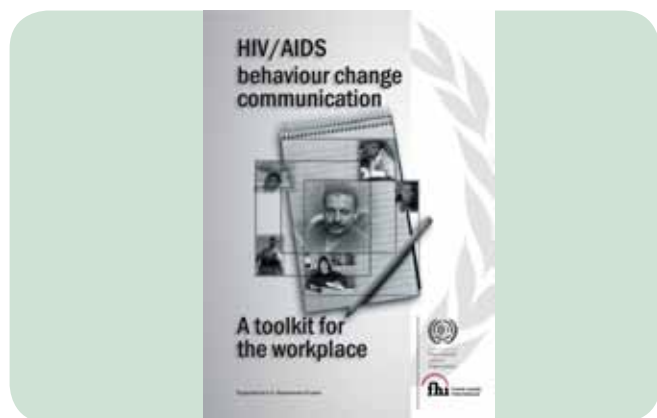
FOR GROWTH, PRODUCTIVE JOBS, INCOME, FOOD SECURITY, GOOD WORKING CONDITIONS, EQUAL OPPORTUNITIES, RIGHTS, VOICE, SUSTAINABLE DEVELOPMENT, CRISIS RESILIENCE



International Labour Office

Rural-Relevant Tools

HIV/AIDS Behaviour Change Communication: A Toolkit for the Workplace



What is the HIV and AIDS Behaviour Change Communication (BCC) Toolkit?

An interactive process designed for those with little or no experience in communications planning that helps understand the target population, develop a focused strategy, and produce tailored messages, which are delivered using a variety of communication channels to promote positive behaviour. This toolkit, in use since 2004, provides a step-by-step approach, emphasizing prevention through education, gender awareness and practical support for behaviour change

For whom?

- **Direct beneficiaries:**
 - Government authorities
 - ILO/AIDS National Project Coordinators
 - National BCC consultants and collaborating NGOs
 - Employers' and workers' and their organizations
- **Ultimate beneficiaries:** Businesses, Workers and managers in selected sectors

For what purpose?

- Provide guidance for the development of comprehensive HIV and AIDS workplace programmes
- Reduce risk behaviour of workers
- Address structural factors of vulnerability using a targeted approach in selected sectors

How is it delivered?

- Training of trainers
- Participatory workshops with target populations for development of BCC strategies and programmes
- Peer education programmes
- Development and dissemination of BCC materials



© FAO/Giuseppe Bizzarri

What are its components?

- **Seven pull-out booklets** that can be used either separately to learn about different elements of BCC, or jointly to design and implement a comprehensive BCC programme at the workplace:
 - 1: Overview of BCC Programming for the Workplace - an overview of the contents of the toolkit, with an outline of the eight steps to follow in developing a BCC programme. It includes a case study from Kenya illustrating the steps involved in the BCC process and showing how the toolkit can be applied in a specific workplace/ sector
 - 2: Gathering Data for the Development of a BCC Programme for the Workplace - a step-by-step guide to collecting the information needed to design BCC programmes, tailored to the needs and interests of the target group, including a generic protocol for data collection
 - 3: Designing a Behaviour Change Communication Strategy - a detailed facilitators' guide to developing a strategy based on the formative assessment
 - 4: Developing Materials for a Behaviour Change Communication Programme for the Workplace - an indication of how to develop a range of materials to support the BCC programme
 - 5: Guide to Conducting Peer Education at the Workplace - a guide to training workers to carry out BCC and other prevention activities with co-workers. It includes tips for peer educators and sample training exercises
 - 6: Tools for Monitoring and Evaluation of the BCC Programme for the Workplace - tools to monitor progress and evaluate the impact of BCC objectives
 - 7: Training in the Use of the Toolkit - guide for facilitators to train BCC implementers on the use of the toolkit

Which Technical areas are covered?

- Concept and approaches of BCC as applicable to HIV and AIDS workplace programmes

Can it cover more technical areas?

- Yes, it can include other technical areas. The BCC toolkit is a methodology to develop strategies to address needs of specific groups.



Where has it been used?

In 25 countries: Barbados, Belize, Benin, Botswana, Burkina Faso, Cambodia, Cameroon, China, Ethiopia, Ghana, Guyana, India, Indonesia, Jamaica, Lesotho, Madagascar, Malawi, Nepal, Russia, South Africa, Sri Lanka, Swaziland, Togo, and Trinidad and Tobago (see map)

Successfully applied in workplace programmes at national, sectoral and enterprise levels

Which languages?

Available in 3 languages: English, French and Russian

Is it suitable for rural areas?

- Yes, with some adaptations due to lower literacy rates in rural areas. This is especially needed for the Facilitator Guide (Book 3)



What are its strengths?

- First BCC tool kit for HIV and AIDS workplace programmes
- Offers practical examples
- Tried and tested in different countries
- Help to implement the *ILO Code of Practice on HIV/AIDS and the world of work*

Is there a training course in ITC-Turin?

- Yes, the tool is used in an annual course held in ITC-Turin on HIV and social protection called, "HIV/AIDS and the World of Work: a prevention and social protection perspective"

Where to find more information?

- Website:
http://www.ilo.org/aids/Publications/lang--en/docName--WCMS_115460/index.htm

Who to contact?

E-mail: iloaids@ilo.org

Address: International Labour Office
4 Route des Morillons
Genève 22 CH-1211
Switzerland

