

Overview of: *Make me a Change Agent:*

A multisectoral SBC Resource for Community Workers & Field Staff

Make Me a Change Agent

A Multisectoral SBC Resource for
Community Workers and Field Staff



June 2015

Developed by the
CORE Group SBC
Working Group
and the FSN
Network SBC Task
force

Summary of Document

Objective of the manual:

These lessons seek to build the skills of community-level workers, such as community development agents, community health workers, and agriculture extension agents, so that they can be more effective behavior change promoters in their communities. The lessons are not sector specific, but are tried and true generic skills, such as communication and storytelling, that can help a development worker in any sector become more effective as an agent of behavior change.

Recommended citation:

The FSN Network and CORE Group. 2015. *Make Me a Change Agent: A Multisectoral SBC Resource for Community Workers and Field Staff*. Washington, DC: The TOPS Program.



Available in English, French and Spanish

Faites de Moi un Agent du Changement

Une Ressource Multisectorielle CSC pour Agents Communautaires et Agents de Terrain



Juin 2015

Les leçons y inclus ont été élaborées par le CORE Group Social & Behavioral Change Working Group en collaboration avec le Food Security and Nutrition Network Social & Behavioral Change Task Force, avec une contribution significative de Food for the Hungry.



Hazme un Agente de Cambio

Un Recurso Multisectorial para el CSC para Trabajadores Comunitarios y Equipos de Campo



Junio 2015

Las lecciones de Hazme un Agente de Cambio presentadas a continuación fueron desarrolladas por: CORE Group Social and Behavioral Change Working Group en conjunto con Food Security and Nutrition Network Social & Behavioral Change Task Force, con importantes aportes de Food for the Hungry.



The Lessons

Number	Lesson Name and Themes	Duration
1	Behavior Change Through Effective Communication	4 to 5 hours
2	Empathy: Understanding the Perspective of Another	2 hours 20 min
3	Negotiated Behavior Change	2.5 to 3.5 hours
4	Home Visits / Individual Counseling	3 to 3.5 hours
5	Behavior Change through Guided Testimonials	4 hours
6	Storytelling for Behavior Change	3 hours
7	Learning from Cross-Site Visits	1.5 hours
8	Behavior Change through Effective (Group) Facilitation	2.5 to 4 hours
Advanced Lessons		
1	Quality Improvement and Verification Checklists (QIVCs) and Giving Feedback	2 hours
2	Motivating Conversations –Conversations for Change	2.25 hours
3	Story Editing – rewriting the stories we tell ourselves	2.5 hours



1. **Greet** the person and establish confidence.



2. **Ask** the person about current behaviors/practices.



3. **Listen** to/reflect on what the person says.

Workshop in Malawi by The TOPS Program



Find it here:

<http://www.fsnnetwork.org/make-me-change-agent-multisectoral-sbc-resource-community-workers-and-field-staff>

Or here:

<http://www.coregroup.org/resources/510-make-me-a-change-agent-a-multisectoral-sbc-resource-for-community-workers-and-field-staff>

