University of Malawi
Capacity Building Efforts

SSDI-Communication, in a bid to build the capacity of key national institutional partners for effective SBCC strategic planning and delivery, signed a Memorandum of Understanding (MoU) with the University of Malawi’s Chancellor College. The aim of this MoU was to strengthen the capacity of lecturers and students in Social and Behaviour Change Communication (SBCC) through the provision of learning and practical opportunities.

Key activities under the MoU were:
- Participation of lecturers in Leadership in Strategic Health Communication program.
- Internship programs for undergraduate students.
- Guest lecture series at Chancellor College to share knowledge and experiences in health communication.
- Procurement of audiovisual equipment to facilitate teaching and learning experience in communication programs.

Background
SSDI-Communication, in a bid to build the capacity of key national institutional partners for effective SBCC strategic planning and delivery, signed a Memorandum of Understanding (MoU) with the University of Malawi’s Chancellor College. The aim of this MoU was to strengthen the capacity of lecturers and students in Social and Behaviour Change Communication (SBCC) through the provision of learning and practical opportunities. Key activities under the MoU were:
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1. Capacity Building of College Lecturers

Capacity building of Chancellor College lecturers was accomplished through their attendance and participation in the Leadership in Strategic Health Communication trainings (LSHC). LSHC is a Johns Hopkins University masterpiece course that has been running since 1998, and is considered one of the best trainings in health communication in the world. A total of four lecturers from the Language and Communication Skills Department participated in this training.

2. Internship Program

The MoU also stipulated that SSDI-Communication and Chancellor College would work together in selecting students who would be attached to partner organizations where they would work for some time, as interns, during their holidays. This was done with the aim of strengthening the capacity of students in social and behavior change communication by providing learning and practical opportunities. The program also cultivated interest for health communication amongst under graduate students. A total of 7 interns were recruited in two consecutive years, and they each spent a month in the program.
With support from USAID, SSDI-Communication procured and handed over audiovisual equipment to Chancellor College. The equipment was procured to aid teaching of communication studies in recognition of the need for better-trained communication experts who can work in health communication to ensure development and implementation of high quality programs. The studio equipment, worth approximately $17,500 (MK 7 million), comprised of state of the art video cameras, microphones, digital mixers, recorders and studio monitors.

3. Guest Lectures

SSDI- Communication delivered a total of four guest lectures at Chancellor College. The guest lectures were done with the aim of providing learning opportunities in Social and Behavior Change Communication, and targeted UNIMA post and under graduate students, lecturers, researchers and other members. The guest lectures focused on the following topics:
1. The Effects of Social Behavior Change Communication Interventions: Evidence from around the Globe. (July 2013) by Dr. Carol Underwood of Johns Hopkins University.
2. Social and Behavior Change Communication: Why it matters in Public Health (November 2013) by Mr. Thomas Ofem
3. Umbrella / Platform Campaigns for Good Health and Wellbeing (February 2014) by Dr. Alinafe Kasiya

4. Delivery of Audiovisual Equipment

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Success story

“My classroom interaction with students has shown that the lecture brought practical relevance to what is learnt in the classroom. During interaction with my students in an Introduction to Communication Studies as well as an Intercultural Communication class some of my students referred to models and theories that were raised in the guest lectures. One student, Kenneth, mentioned the Socio-ecological model as an example of a model that is applicable, and referred to SBCC as an area of application. Another student, Miracle, was interested to know how intercultural communication can be understood in the light of material development in SBCC. Furthermore, there is a keen interest shown by about 4 students who are developing their research proposals to venture into the area of public health communication.”
Mrs. Rachel Chimbwete Phiri- Lecturer and Head of Language and Communication Skills Department

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