

## **CONCEPT NOTE FOR THE TRAINING OF TRAINERS ON SOCIAL + BEHAVIORAL CHANGE**

### **OVERVIEW**

The issue of climate change stands out as one of the most significant challenges confronting our planet and our country today. The increasing magnitude, frequency, and severity of climate-related hazards have had a widespread impact on nature and humanity, posing a significant threat to developmental achievements.

Article 11 of the Paris Agreement emphasized that capacity building should enhance the capacity and ability of countries with the least capacity, such as the least developed countries, and those that are particularly vulnerable to the adverse effects of climate change to take effective climate change action.

While there are existing strategies to improve capacities of countries, there is a need to improve it to further promote positive change. This is where social and behavioral change comes into play- through collaboration with communities and authorities, SBC aims to understand and help address the cognitive, social, and structural drivers of development and humanitarian challenges, including climate action and disaster resilience.

UNICEF, with its partners, translates its vision of science-driven climate change into concrete and actionable guidelines, hence supporting the government's development of its Social and Behavior Change Strategy for Youth in Climate Action. This document was developed through the collaboration of UNICEF with the Department of Environment and Natural Resources, the Climate Change Commission, the National Youth Commission, the Office of Civil Defense, and the Department of Education. The SBC Strategy Document will be used as a main reference material for the conduct of a Training of Trainers for Social and Behavioral Change.

With this, a three-day Training of Trainers will be conducted for the DENR Youth Desk Officers in the Central Office, Staff Bureaus, Line Bureaus, Attached Agencies, and Regional Offices. It will be organized by DENR, UNICEF Philippines, and the Positive Youth Development Network (PYDN).

### **OBJECTIVES**

This Training of Trainers aim to achieve the following objectives through the utilization of UNICEF's Guidance on Social and Behavioral Change Toolkit:

#### **Vision**

- a. Introduce the participants to the basics of social and behavioral change, its importance, and relevant to the work that they do;

#### **Understand**

- b. Equip the DENR Youth Desk Officers and other participants with the fundamental knowledge on climate change, youth in climate action, and principles and approaches for social and behavioral change;

**Create**

- c. Discuss and update the Youth in Climate Action Strategy for Social and Behavioral Change;
- d. Provide a platform for sharing of best practices on social and behavioral change through innovations from different youth organizations;

**Do**

- e. Train the participants on the relevant tools needed for the implementation of social and behavioral change activities in their regions;
- f. Develop action plans for the research, design, development, implementation and monitoring and evaluation of social and behavioral change activities;
- g. Build and establish a network or pool of competent trainers who will train youth groups and other stakeholders on social and behavioral change.

**LEARNING GOALS**

- a. Trainers can draft their own spiels and presentations on how they can effectively explain what social and behavioral change is and its importance in designing solutions to community problems;
- b. Trainers are knowledgeable of current interventions and good practices that they can sight as excellent examples of social and behavioral change;
- c. Trainers are aware of the right tools to use for the research, design, development, implementation and monitoring and evaluation of social and behavioral change activities;
- d. Trainers have a network of other trainers working for cascading social and behavioral change for collaboration and support if needed.

**TARGET PARTICIPANTS**

The target participants for this TOT are two (2) representatives from the Youth Desk Office of the Department of Environment and Natural Resources Central Office, Staff Bureaus, Line Bureaus, Attached Agencies, and Regional Offices, and counterpart representatives from youth organizations in their respective regions.

**STRUCTURE, APPROACH, AND METHODOLOGY**

The three-day training of trainers will be conducted face-to-face in Metro Manila. The TOT will mainly utilize UNICEF's Programme Guidance Toolkit on Social and Behavioral Change, an interconnected web of resources, including framing documents, guidance notes, tools and how-to's of SBC.

The training will be divided into four sections:

**Vision:** Get to know the basics of Social and Behavioral Change

**Understanding:** Get to know the fundamentals and programmatic approaches on SBC

**Create:** Find guides on how to create SBC plans and maximize its impact (Day 2)

**Do:** Get equipped with the tools needed for successful conduct of SBC activities (Day 3)

The training components will provide a holistic understanding of the trainers on social and behavioral change and how they can cascade it to other young people through their networks.

#### TENTATIVE PROGRAM DESIGN

| Time                            | Sessions  |
|---------------------------------|---|
| <b>Day 0 (November 6, 2023)</b> |   |
| 10:00 - 2:00 PM                 | Arrival at Estancia de Lorenzo  |
| 2:00 PM onwards                 | Check in<br>Registration  |
| <b>Day 1 (November 7, 2023)</b> |   |
| 7:00 - 8:00 AM                  | Breakfast   |
| 8:00 - 9:00 AM                  | Registration  |
| 9:00 - 9:10 AM                  | Preliminaries<br>National Anthem<br>Prayer  |
| 9:10 - 9:20 AM                  | Event Overview<br>Expectation Setting   |
| 9:20 - 9:40 AM                  | Introduction of PYDN Team<br>Introduction of DENR Team<br>Introduction of Participants  |
| 9:40 - 9:50 AM                  | Welcome Remarks <ul style="list-style-type: none"> <li>UNICEF Philippines</li> <li>Department of Environment and Natural Resources</li> </ul> |
| 9:50 - 10:00 AM                 | Ice Breaker Activity  |
| 10:00 - 10:20 AM                | Pre-Test<br>AM Snacks   |
| 10:20 - 10:40 AM                | <b>Learning Session: National Situationer of Climate Change and its Impact on Children and Youth</b>  |
| 10:40 - 10:50 AM                | <b>Open Forum</b>   |

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| 10:50 - 11:20 AM | <b>Training Session 1: Introduction to Social and Behavior Change</b>  |
| 11:20 - 11:30 AM | <b>Open Forum</b>  |
| 11:30 - 11:50 AM | <b>Learning Session: Capacitating Youth in Climate Action through SBC Strategy</b>   |
| 11:50 - 12:00 PM | <b>Open Forum</b>  |
| 12:00 - 1:00 PM  | <b>LUNCH</b>   |
| 1:00 - 1:10 PM   | Ice Breaker  |
| 1:10 - 1:40 PM   | <b>Learning Session: Formative Research Methodologies</b><br>1. Six Steps in conducting formative research<br>2. Desk review<br>3. Identifying data gaps for primary research<br>4. SBC situational analysis   |
| 1:40 - 2:00 PM   | <b>Training Session 2: Understanding the situation through Situational Analysis</b><br><br><b>Session 2.1:</b> What is meant by understanding the situation?   |
| 2:00 - 3:00 PM   | <b>Session 2.2:</b> Problem Tree Analysis  |
| 3:00 - 3:30 PM   | <b>Session 2.3:</b> People Analysis  |
| 3:30 - 3:40 PM   | Break / PM Snacks  |
| 3:40 - 4:40 PM   | <b>Session 2.4:</b> Context Analysis   |
| 4:40 - 5:00 PM   | <b>Closing</b><br><br><b>What I Got from Today:</b> Draw a large quadrant on a chart with the following four words: <i>Know, Challenge, Change, and Feel</i> . Each participant is asked to do the same on a regular-sized sheet and fill in the quadrants by responding to these four (or similar versions of these four) questions: <ul style="list-style-type: none"> <li>• <b>Know:</b> What did you study today that confirmed something you already knew?</li> <li>• <b>Challenge:</b> What challenged you today?</li> <li>• <b>Change:</b> What is one way you plan to change your work, based on today's learning?</li> <li>• <b>Feel:</b> How do you feel about what you learned here?</li> </ul> |

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|                                 | The participants can discuss their answers in small groups while the facilitator wanders around to collect the sheets (which are anonymous) to review in the evening.  |
| <b>Day 2 (November 8, 2023)</b> |  |
| 7:00 - 8:00 AM                  | Breakfast  |
| 8:00 - 9:00 AM                  | Registration   |
| 9:00 - 9:10 AM                  | Ice Breaker  |
| 9:10 - 9:20 AM                  | Day 1 Recap<br>sbc   |
| 9:20 AM -10:00 AM               | <b>Training Session 3: Designing an Evidence-based Strategy</b><br><br><b>Session 3.1:</b> Theory of Change and SBC Objectives <ul style="list-style-type: none"> <li>• Understanding the outcome chain in the Theory of Change</li> <li>• Formulating SMART SBC Objectives</li> </ul>   |
| 10:00 - 10:10 AM                | Break  |
| 10:10 - 10:40 AM                | <b>Session 3.2:</b> Participant Groups <ul style="list-style-type: none"> <li>• Identifying and Segmenting Participant Groups</li> <li>• Identifying and Selecting Approaches for participant groups</li> </ul>  |
| 10:40 - 11:10 AM                | <b>Session 3.3:</b> Channels and Platforms <ul style="list-style-type: none"> <li>• Creating effective content for SBC tools and materials</li> <li>• Pre-testing SBC tools and materials</li> </ul>   |
| 11:10 - 12:00 PM                | <b>Activity: SBC Strategy Template</b>   |
| 12:00 - 1:00 PM                 | <b>LUNCH</b>   |
| 1:00 - 1:10 PM                  | Ice Breaker  |
| 1:10 - 1:40 PM                  | <b>Training Session 4: Monitoring, evaluation, reporting and learning</b><br><br><b>Session 4.1:</b> Introduction to research, monitoring and evaluation   |
| 1:40 - 2:00 PM                  | <b>Open Forum</b>  |
| 2:00 - 3:00 PM                  | <b>Session 4.2:</b> Monitoring <ul style="list-style-type: none"> <li>• The purpose of monitoring</li> <li>• Types of Monitoring in SBC</li> <li>• Drafting monitoring indicators and means of verification based on milestones and activities in the plan</li> <li>• Theory of Change and M&amp;E Framework for YICA</li> </ul> |

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| 3:00 - 3:10 PM                  | <b>Break / Afternoon Snacks</b>  |
| 3:10 - 4:10 PM                  | <b>Session 4.3: Evaluation</b> <ul style="list-style-type: none"> <li>• The purpose of evaluation and what it measures</li> <li>• Linking of SBC of Theory of Change to outputs, intermediate outcomes and impact</li> <li>• Drafting evaluation indicators based on SMART SBC objectives</li> <li>• Theory of Change and M&amp;E Framework for YICA</li> </ul>  |
| 4:10 - 4:50 PM                  | <b>Session 4.4: Documenting good practices</b> <ul style="list-style-type: none"> <li>• The value of documenting good practices in SBC</li> <li>• Criteria for a good practice</li> <li>• How to document a good practice</li> </ul>   |
| 4:50 - 5:00 PM                  | <b>Closing</b> <p><b>What I Got from Today:</b> Draw a large quadrant on a chart with the following four words: <i>Know, Challenge, Change, and Feel</i>. Each participant is asked to do the same on a regular-sized sheet and fill in the quadrants by responding to these four (or similar versions of these four) questions:</p> <ul style="list-style-type: none"> <li>• <b>Know:</b> What did you study today that confirmed something you already knew?</li> <li>• <b>Challenge:</b> What challenged you today?</li> <li>• <b>Change:</b> What is one way you plan to change your work, based on today's learning?</li> <li>• <b>Feel:</b> How do you feel about what you learned here?</li> </ul> <p>The participants can discuss their answers in small groups while the facilitator wanders around to collect the sheets (which are anonymous) to review in the evening.</p> |
| <b>Day 3 (November 9, 2023)</b> |  |
| 7:00 - 8:00 AM                  | Breakfast  |
| 8:00 - 9:00 AM                  | Registration   |
| 9:00 - 9:10 AM                  | Ice Breaker  |
| 9:10 - 9:20 AM                  | Day 2 Recap  |
| 9:20 - 9:40 AM                  | <b>Training Session 5: Implementation and management planning</b><br>Session 5.1: Discussion of the SBC implementation plan template   |
| 9:40 - 10:40 AM                 | Session 5.2: Drafting of the SBC implementation plan   |
| 10:40 - 11:10 AM                | Session 5.3: Presentation of the SBC implementation plan   |
| 11:10 - 11:30 AM                | Post Test  |

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| 11:30 - 11:40 AM | Closing Remarks   |
| 11:40 - 11:50 AM | Event Evaluation  |
| 11:50 - 12:00 PM | Photo Opportunity |
| 12:00 - 1:00 PM  | LUNCH             |
| 1:00 PM onwards  | Free time!        |

### COMPOSITION OF THE TRAINING TEAM

The workshop team will be composed of personnel from DENR CCS and DENR SCIS/Youth Desk, UNICEF, and PYDN. They shall perform the following tasks:

| Task  | Concerned Office                      |
|---|---------------------------------------|
| <b>Pre-event</b>  |                                       |
| Development of the Training Needs Assessment Tool   | PYDN and UNICEF                       |
| Deployment of the Training Needs Assessment tool  | SCIS                                  |
| Analysis of the TNA Results   | PYDN and UNICEF                       |
| Updating of the design of the training – structure, content, objectives, and outputs        | PYDN, UNICEF, CCS and SCIS/Youth Desk |
| Logistics (ocular of venue, etc.)   | CCS and UNICEF                        |
| Letter/Memo of Invitation to DENR Youth Desk Officers, and coordination of their attendance | SCIS/Youth Desk                       |
| Letter of Invitation to Speakers, and coordination of their attendance                      | CCS                                   |
| Review of presentation materials  | CCS, SCIS/Youth Desk                  |
| <b>During the event</b>   |                                       |
| Resource Persons  | PYDN, UNICEF, DENR                    |
| Facilitation process  | CCS, SCIS/Youth Desk                  |

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| Documentation  |                      |
| Reflection and evaluation/ feedbacking session (i.e., process, communication, participation, etc.) |                      |
| <b>Post-event</b>  |                      |
| Monitoring, evaluation and reporting of the consultation workshop                                  | CCS, SCIS/Youth Desk |
| After Activity Reporting   |                      |

#### **DATE AND VENUE**

The activity will be conducted on November 6-10, 2023 at Estancia de Lorenzo, San Mateo, Rizal.

#### **MONITORING AND EVALUATION**

A report, using the Human Resource and Development Service Monitoring and Evaluation matrix, will be submitted by the Activity Head/s to the Director of the Climate Change Service 7 days after the conduct of the said event.