



Promoting behaviour change

CHANGE Plus –WS3 Amsterdam Meeting

September, 23rd 2016





Promoting behaviour change

Training Modules Champions

- Media Module
 - 1. FGM and the Media
 - 1.1. Gender sensitive reporting
 - 1.2. Culture sensitive reporting
 - 2. Communication techniques
 - 2.1. Verbal communication
 - 2.2. Non-verbal communication
 - 3. Working together with the Media
 - 3.1 Involving local Media





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Training Modules Champions

- Advocacy Module
 - 1.1 What is advocacy?
 - 1.2 Rights Holders and Duty Bearers
 - 1.3 Participatory Advocacy
 - 1.4 Develop an Advocacy Strategy
 - 1.5 Minimize Risks
 - 1.6 What can advocacy against FGM achieve?





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Training Modules Champions

- development of two modules pending:
 - Participation and moderation (Plan)
 - Addressing resistance (FSAN)
- Experiences from leadership training with Champions





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TERRE DES FEMMES



Thank you for your attention!

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