



***We Practice***

***What We Preach***

# MAGENTA

*Academy*

*Globally, there is a growing recognition of the importance of using social and behaviour change (SBC) as a tool to catalyse positive change and address the root causes of social issues. As such, there is an increase in demand for individuals with SBC skills and know-how.*

*The **MAGENTA Academy** is our training and capacity development institute, where we teach SBC theory and practice. We also offer strategic communications and media relations, and media development capacity building programmes to further foster transparency, democracy and promote the uptake of positive behaviours.*





# Courses Offered








## Social and Behaviour Change

-  SBC Theories and Principles
-  Behavioural Research
-  Designing SBC Interventions
-  Implementing SBC Interventions
-  Monitoring & Evaluating SBC Interventions

## Strategic Communications & Media Relations

-  Spokesperson Training
-  Presentation Training
-  Crisis Communications
-  Media Handling and Protocols
-  Campaign Planning

## Media Development

-  Investigative Reporting
-  Journalist Safety
-  Crisis Communications
-  Media Handling and Protocols
-  Campaign Planning

 1 day course

 2 days course



## *What People Are Saying*

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*This is the first time I've been part of a comprehensive SBC training. Great that it goes through the building blocks, the theoretical concepts but also clear practical exercises that help to clarify and apply this to the real world.*

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UNICEF Asia Pacific Region

“

*I am leaving the SBC in a Day course feeling thankful, and illuminated but mostly with a lot of knowledge!*

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SBC-in-a-Day participant, Mexico

“

*MAGENTA conducted the training in a highly professional manner. They were resourceful and innovative in their work, and demonstrated enthusiasm and commitment to the subject matter.*

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German Institute of Leprosy



## Who We Train

The MAGENTA Academy is suitable for a wide array of participants from: **governments, not-for-profit organisations, journalists, civil society and individuals**. To date the MAGENTA Academy has trained over 1,500 individuals.

## Prior Knowledge

MAGENTA Academy training courses are available for individuals with no prior SBC knowledge or experience. Courses are also available for individuals looking to deepen their existing SBC knowledge on and skills.



## Our Pedagogy

We used a mixed methods pedagogical approach that includes a combination of **presentation, group exercises and discussion**. By the end of our courses, you will

1. understand the theoretical underpinning of SBC,
2. know specific processes to apply that theory and
3. have practiced the application of the theory and the process.

## Format of Instruction

The MAGENTA Academy can be offered as **online self-taught, remote** or **in-person** across Asia, Africa, the Middle East or Latin America by our local experienced trainers from the region.



## Certification

Upon completion of a MAGENTA Academy course, you will receive a **Certificate of Completion** by MAGENTA.

## Language of Instruction

We offer instruction in English, French, Spanish, Arabic, Russian and Farsi.





### ***Measurement of Learning Outcomes***

The MAGENTA Academy utilises pre-and post-training assessments to grade your learning. We also offer follow-up assessments in the weeks and months following the training to ensure retention of information and skills application.



### ***SBC Capacity Assessments***













The MAGENTA Academy specialises in capacity assessments of SBC skills, knowledge and confidence. This includes conducting a gap analysis to inform the development of bespoke training curriculum.



### ***Our Trainers***

MAGENTA Academy trainers are social and behaviour change (SBC) practitioners, with deep industry experience in designing, developing and delivering complex social and behavioural change programmes on a wide variety of thematic areas. Our experienced trainers have delivered courses to senior government officials, not-for-profit organisations, students, activists, and civil society. They use adult learning pedagogy that is participatory, dynamic and engaging to develop your skills in SBC theory and practice, and can conduct training in English, French, Spanish, Arabic, Russian and Farsi.

## Pricing

	 <b>Standardised Courses</b>	 <b>Bespoke Training</b>
Cost per training day (USD)*	<b>4,000 \$</b>	<b>8,000 \$</b>
Tailored Training Content**		
Remote		
In-Person***		
Max # Participants	<b>20</b>	<b>30</b>
Organisational Needs Assessment		
Individual Pre- and Post-Assessments		
MAGENTA Certification		

\* of training days calculated as per total length of all modules selected

\*\* Training materials will be specifically tailored to organisational geographic and thematic needs, based on a needs assessment of the organisation or department

\*\*\* Logistics costs such as venue, transportation, travel time, refreshments not included



# MAGENTA

*Academy*



*For more information*



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