



OFFICE OF THE PRIME MINISTER
NATIONAL AIDS COORDINATING COMMITTEE
Levels 20-21, Tower D, International Waterfront Centre, 1A Wrightson Road, Port of Spain
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11 September, 2018

For Immediate Release

PRESS RELEASE

COMMUNICATION FOR BEHAVIOURAL IMPACT (COMBI) TRAINING WORKSHOP

Port-of-Spain: In line with its mandate to support activities pursuant to the reduction of the population's susceptibility to HIV and AIDS, the Office of the Prime Minister - National AIDS Coordinating Committee (NACC) is hosting a Communication for Behavioural Impact (COMBI) Training Workshop from September 10th to 15th 2018 at the International Waterfront Complex.

COMBI is a Communication-for-Behavioural-Impact methodology which offers a dynamic approach to achieving behavioural results in social development. It is a social mobilization process which takes into account societal and personal influences with the purpose of inducing individual action. It is an approach to social change and behavioural impact which combines a variety of communication interventions aimed at engaging individuals regarding recommended healthy behaviours and encouraging the adoption and the maintenance of those behaviours. COMBI has been applied by International Organisations to treat with several health and development areas including: dengue, tuberculosis, zika, food safety, safe motherhood, child protection and prevention of violence, among many others issues.

This workshop focuses on HIV and AIDS and the primary goal is to build the capacity of a cadre of persons from government and NGOs in the COMBI Methodology. Outcomes include the development of partial COMBI plans focusing on behavioural objectives such as:

- reduction in at risk behaviours
- increased uptake of HIV Testing;
- correct and consistent condom use;
- reduction in number of sexual partners;
- reduction in stigma and discrimination attitudes; and
- treatment adherence.

Participants will learn how to apply the techniques and 10-step planning process of COMBI in the strategic planning of communication programmes for behavioral results, with a special focus on these HIV and AIDS related behavioral goals. This training targets health and social development professionals such as health education officers, communications officers, HIV programme co-ordinators and others who have the responsibility for designing, supervising, or managing health education/communication and other IEC/ Social mobilization programmes to achieve specific related behavioural goals.

The COMBI Workshop will enhance Government's effort to ensure that Trinidad and Tobago achieves the UNAIDS' 90-90-90 and 2030 targets.



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The Office of the Prime Minister remains committed and continues to address the National Strategic Development Plan: Vision 2030's short-term goals of having modern, relevant and accessible education and training system and improving Social Services Delivery to better serve the needs of vulnerable groups as we **#EndAIDSBy2030TT**.

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