

TURKS AND CAICOS ISLANDS



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All Media Houses,
General Public,

PRESS RELEASE: Behaviour Change Seminar – 9th to 13th November

The Turks and Caicos Islands (TCI), Integrity Commission (IC) core function is to promote integrity, honesty and good faith in public life. Hence, inherent in its role in dealing with anti-corruption is infused with behavioural expectations, where specific behavioural outcomes are ultimately the desired end-result. We endorse that critical to this change is not only educating and informing people, but influencing the mindset, and its processes to transition from **knowing** to **doing** what is right. This Integrated Marketing Communication for Behavioural Impact, with a special focus on anti-corruption ~Behaviour Change Seminar is purposefully directed at behavioural goals, and not directed just at awareness creation, or advocacy or public education. It seeks to engage personnel from all ministries across government sectors, other entities of good governance and other stakeholders.

The Behaviour Change Seminar (BCS) will begin on Tuesday, 9th to Saturday 13th November 2021, at The Atrium Resort Conference Room, Providenciales; with an **Opening Ceremony**, on Tuesday 9th at 10:00am. It includes a mix of lectures, technical sessions, discussions, and interaction with the participants with practical training interface techniques. Participants will develop their skills in applying the ten-step communication for behavioural impact approach to designing a strategic communication plan for behavioural impact regarding reducing corruption in the Turks and Caicos. By the end of the Workshop, each working team of participants will complete a partial draft behavioural plan for presentation on the final day of the workshop.

The seminar will focus on incorporating *Integrated communication (ICM)* marketing, which offers a dynamic, proven approach to bridging the knowledge/action gap and achieving behavioural results in health and other development programmes. We welcome Dr. Everold Hosein to the Turks and Caicos Islands and anticipate a productive and meaningful seminar.

Dr. Everold Hosein is a Senior Communication Advisor/Consultant, World Health Organization (WHO) Communication Consultant to UNICEF, UNFPA, UNDP, UNWOMEN; President, The COMBI Institute; Distinguished Scholar, CUNY Graduate School of Public Health and Health Policy.

