



**LSCW  
2023**

*Learn to Listen  
Listen to Learn*



**12TH - 24TH NOVEMBER 2023**

# THE NIGERIAN LSCW 2023

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## About CCSI/JHCCP LSCW

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The Centre for Communication and Social Impact (CCSI) and the Johns Hopkins Center for Communication Programs, Baltimore, USA are pleased to offer the 16th Leadership in Strategic Communication Workshop (LSCW) to be held in Nigeria.

It is an in-country version of the popular workshop held annually at the Johns Hopkins Center for Communication Programs Baltimore, USA. It explores the essential elements of successful communication in the context of integrated health and other social development programs.

The ultimate vision of the LSCW is to promote more effective, state-of-the-art programs that will improve the quality of communication for health and social development.



# COURSE CONTENT

It applies the latest thinking in leadership development to strategic communication planning.

This two-week course has proven to be critically important in developing a positive change in the ability to design, implement, and supervise SBCC activities.

During the workshop, all participants must fill a commitment form which helps the LSCW faculty and the participants' supervisors to follow up on their progress and application of knowledge gained after the workshop.



## **Apply key leadership principles**

in designing strategic health communication programs



**Follow the P- Process** to build programs systematically



**Apply** the theories of communication



**Develop** participatory programs



**Enhance** advocacy skills



**Build institutional capabilities to develop** self sustaining programs using Behavioral Economics and Human Centered Design

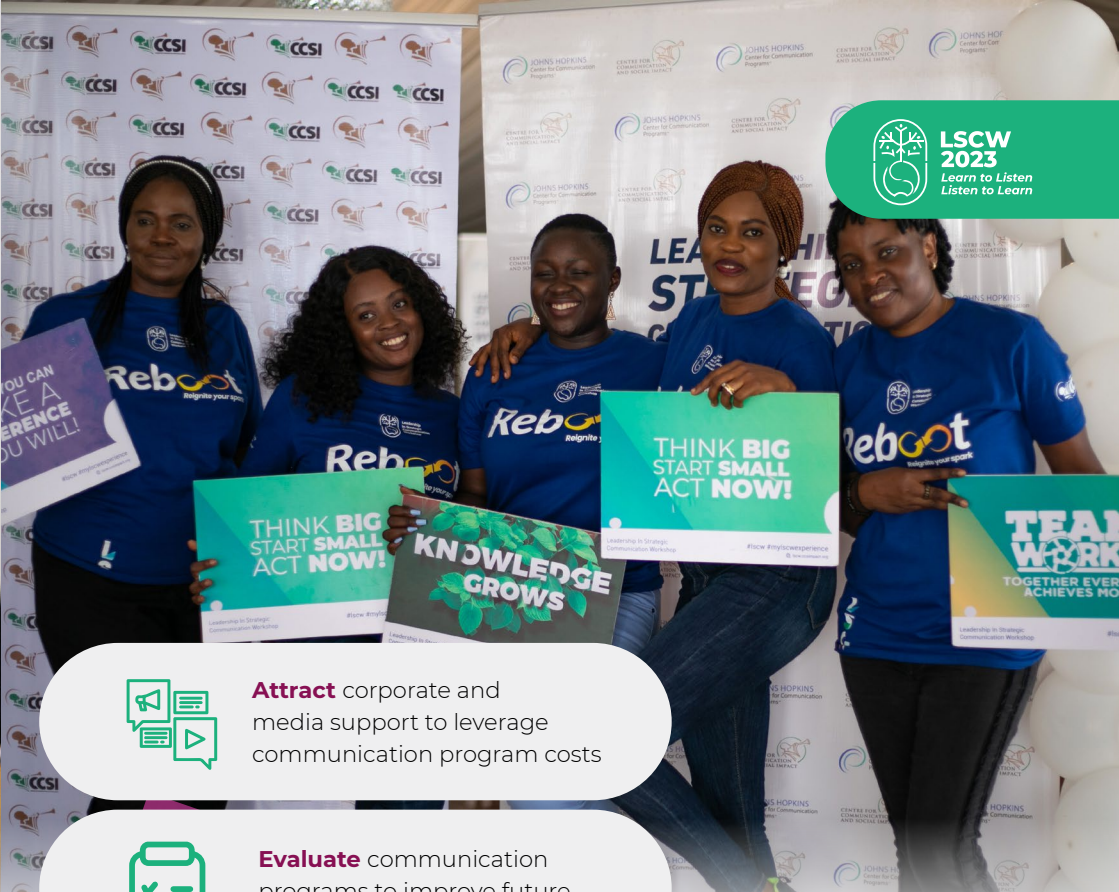


**Improve** interpersonal communication skills and face-to-face interactions



**Strengthen** community mobilization skills and document key learnings





**Attract** corporate and media support to leverage communication program costs



**Evaluate** communication programs to improve future performance.

# ADMISSION

Admission to the course is highly competitive. We strongly advise interested applicants to apply early due to limited space. Please kindly note this is a paid workshop. Interested applicants can fill the application form at <https://lscw.ccsimpact.org/registration/> before **18th August 2023**.

While special expertise in communication is not required for participants, a strong commitment to effective communication program is expected.

Upon acceptance, payment should be made using bank details included in the sponsorship form by **9th September 2022**.



## ACCOMMODATION

The workshop will be held at **AES Luxury Apartments, Plot 1118, Daki Biu District, Along Jabi Airport Road, Opposite Citec Estate FCT, Abuja**, a safe, secure and conducive venue.

We require that all participants without exception reside at the venue of the workshop.

Participants' rooms are equipped with a private bathroom, cable TV and free WiFi for in-house guests.



## ADDITIONAL INFORMATION

For early bird registration, group customized packages and other workshop information, contact [info@ccsimpact.org](mailto:info@ccsimpact.org)

Workshop fee covers tuition, accommodation, materials and tours. Breakfast, tea breaks (morning & evening) and one group lunch are offered on workshop days except weekends.

**Dinner is not included.**



LEARN TO

**For more information contact:**

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LISTEN TO