

Resource 5.1 Content of promoter training

- Information about the project:
 - o goals of the project and difference of goals versus outputs, steps leading up to this point, results of the baseline data collection,
 - o how the campaign is based on these baseline results,
 - o knowledge about the general health or environmental topic at hand and the related behaviours,
- RANAS information:
 - o RANAS model,
 - o behaviour change and behavioural factors,
 - o steps of the campaign,
 - o chosen BCTs, which factors they tackle and with which messages,
 - o how this behaviour change project is different to mere health messaging or “business as usual”,
- Preparation:
 - o promoter's exact roles and responsibilities,
 - o logistics
 - o monitoring and supervision,
 - o materials to be used,
 - o checklists.
- Ethical issues
 - o Be Mindful of Personal Privacy
 - o Obtain Informed Consent
 - o Embrace Voluntary Participation
 - o Remain Confidential
 - o Don't Promise Anything