Tanzania ACE Mentoring Programme

What is the ACE Mentoring Program?

- ACE is the "Advancing Communication Experientially" programme; administered by Johns Hopkins Bloomberg School of Public Health Center for Communication Programs, under the Tanzania Communication and Capacity Project (TCCP).

- ACE is made up of an Internship Programme and a Fellowship Programme. These two components are designed specifically to empower recent graduates and mid-career professionals in the fields of health communication, communication research and media, over a 12 month period.

- The programme begins with an intense participatory learning experience, the Leadership in Strategic Health Communication course; followed by on-the-job mentoring and supportive supervision, health communication seminars, online learning, as well as small projects.

- This programme will help to further seed the health communication community with a crop of fresh, trained and committed social behaviour change communication (SBCC) professionals in Tanzania, as well as provide additional human resources to partner institutions.

What is in this toolkit?

- This toolkit is to be used as a complement to the ACE Mentoring Program in Tanzania. It includes a series of guides for mentors, supervisors, fellows, and interns. There is also a calendar for the seminar series that lists the dates for all of the events associated with the ACE program as well as a list of online courses and other learning materials that users can easily access.
What are K4Health eToolkits?

K4Health eToolkits are electronic collections of carefully selected information resources on a particular topic for health policy makers, program managers, and service providers. They are based on a continuous publishing principle that allows them to evolve after publication to capture additional resources and to identify and fill remaining information gaps.

What is the purpose of this toolkit?

The ACE Mentoring Programme is an experiential learning program. Interns and Fellows gain skills, apply those new skills and are mentored to further enhance their learning and development. This toolkit provides guidance and tools for ACE interns, ACE fellows, mentors, supervisors, and anyone who wants to enhance their individual capacity in strategic communication for social and behavior change.

Who developed this toolkit?

The Capacity Building Team in the Tanzania Capacity and Communication did the initial development of the toolkit. Updates and new materials are provided by ACE interns, ACE fellows, mentors and supervisors.

Who are the publishers of the resources?

The ACE Mentoring Programme cast a wide net for resources to include in this toolkit to ensure that it was of the highest quality and most relevant for ACE interns, ACE fellows, mentors and supervisors. Publishers of resources are identified on each item in the toolkit.

What types of resources are included?

This toolkit provides guidance and tools for ACE interns, ACE fellows, mentors, supervisors, and anyone who wants to enhance their individual capacity in strategic communication for social and behavior change. It contains:
• Materials from the 10-part ACE seminar series, including the slide sets and reading from the Communication Theory course
• A compilation of online learning opportunities
• The ACE tools for Interns, Fellows, Mentors and Supervisor, including the materials presented in their respective training sessions.
• Other resources and reference materials

**Who are the intended audiences?**

The toolkit is intended for use by:

• ACE interns and fellows
• Mentors
• Supervisors
• Anyone interested in building their individual capacity in strategic communication for social and behavior change.

We invite you to suggest resources or adapt the resources in this toolkit to suit your local circumstances and languages.

**How do I get started using this toolkit?**

To browse the contents of this toolkit, use the navigation on the right to view resources related to programmatic topics relevant to capacity building for strategic communication for social and behavior change. Each section includes a list of a number of high-quality resources selected by the Tanzania Capacity and Communication Project (USAID), further organized by sub-topic. Click on the title of the resource for more information about it, or click on the full-text link to get direct access to the full resource.

Some of the tools are readily available in an adaptable format (for example, Microsoft Word documents and PowerPoint presentations). We encourage you to alter and personalize these tools for your own use (please remember to credit the source). If you do use these tools or adapt them, we would love to hear from you. Please e-mail us. (To make a comment about the toolkit or suggest a resource, use the feedback form.)

**How can I suggest a resource to include in this toolkit?**
We invite you to contribute to evolving and enhancing this toolkit. If you have developed or use quality resources that you think should be included in the toolkit, please use the feedback form to suggest them. The toolkit collaborators will review and consider your suggestions.

**How can I make a comment or give feedback?**

If you have comments about the toolkit, please use the feedback form. Your feedback will help to ensure the toolkit remains up-to-date and is continually improved. For example, you can share ideas about how you have used the toolkit in your work so that others can learn from and adapt your experiences.

**Tools for Mentors**

**Resources:**
ACE Mentoring Programme Guide for Mentors

The ACE or Advancing Communication Experientially Mentoring Programme is made up of an Internship Programme and a Fellowship Programme. Both components are designed specifically to empower recent graduates and mid-career professionals in the fields of health communication, communication research and media, over a 12-month period. Each programme has a mentoring component, this guide is designed to help the mentor navigate the mentoring process and the ACE program.

ACE Mentoring Forms

This document includes the Mentoring agreement, Professional Development Action Plan Template, and Mentoring Session Reports.

ACE Mentoring Seminar Series Matrix

This is a table of events for Fellows, Interns, and Mentors/Supervisors, these are also featured under seminar series on the ACE calendar.

Tools for Supervisors

Resources:

ACE Mentoring Seminar Series Matrix
This is a table of events for Fellows, Interns, and Mentors/Supervisors, these are also featured under seminar series on the ACE calendar.

Tools for Fellows

Resources:

- **ACE Mentoring Programme Interns and Fellows Guide to Mentoring**

  This guide is designed to instruct the Intern and Fellow on the mentoring process.

- **ACE Fellowship Agreement Form**

  This agreement is to be filled out by the Fellow as a contract between the home organization, the ACE Secretariat and the ACE Fellow.

- **ACE Mentoring Forms**

  This document includes the Mentoring agreement, Professional Development Action Plan Template, and Mentoring Session Reports.
ACE Mentoring Seminar Series Matrix

This is a table of events for Fellows, Interns, and Mentors/Supervisors, these are also featured under seminar series on the ACE calendar.

- Creating a Professional Development Plan

  This is a toolkit to help you reflect on your interests, strengths and weaknesses to help guide you through the career development process.

Tools for Interns

Resources:

- ACE Mentoring Programme Interns and Fellows Guide to Mentoring

  This guide is designed to instruct the Intern and Fellow on the mentoring process.

- ACE Mentoring Forms

  This document includes the Mentoring agreement, Professional Development Action Plan...
Template, and Mentoring Session Reports.

- **ACE Internship Agreement Form**

  This agreement is to be filled out by the Intern as a contract between the home organization, the ACE Secretariat and the ACE Intern.

- **ACE Mentoring Seminar Series Matrix**

  This is a table of events for Fellows, Interns, and Mentors/Supervisors, these are also featured under seminar series on the ACE calendar.

- **Creating a Professional Development Plan**

  This is a toolkit to help you reflect on your interests, strengths and weaknesses to help guide you through the career development process.

**Seminar Series**

**Resources:**

- **ACE Mentoring Seminar Series Matrix**

  This is a table of events for Fellows, Interns, and Mentors/Supervisors, these are also featured under seminar series on the ACE calendar.

**Session 3: Dialogue with Ben Lozare**

These are the slide sets from the full day seminar session with Ben Lozare.

**Resources:**
Dialogue with ACE Interns and Fellows and Ben Lozare

This is the initial presentation Ben gave to guide the discussion with the ACE interns and fellows.

Session 4: Time Management

There are lots of resources available to hone your time management skills

Resources:

• **ACE Powerpoint on Time Management**

  This is the powerpoint presentation on time management for the ACE Seminar.

• **Time Management, Planning, and Prioritization**

  This is an in depth Time Management presentation that covers 10 time management myth, planning and prioritization.

• **Time Management Quiz**

  This is the time management quiz that we took during the ACE seminar.

• **Business Time Management**

  Here is a Business Time Management powerpoint that offers insights to time management mistakes and how to improve time management at work.

• **Effective Time Management- Training Workshop**
Time Management powerpoint that refers to Covey’s seven habits and the concept of Important Vs Urgent.

**Session 5: Meeting Preparation**

This is the session presented by Godfrey Richard on Meeting Preparation

**Resources:**

- ACE Powerpoint on Meeting Preparation

These were the slides presented by Godfrey Richard at the ACE seminar on Meeting Preparation.

**Session 6: Writing Success Stories**

This was the session presented by Anna McCartney-Melstad

**Examples of Success Stories**

These were some examples Anna provided of success stories.

**Session 7: Conducting Focus Group Discussions**

This was the session presented by Dr. Susan Mlangwa

**Resources:**

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Conducting Focus Groups

This is Dr. Susan Mlangwa's powerpoint presentation

Session 8: Writing a Creative Brief

This is the presentation prepared by Jen Orkis and presented on Feb. 17, 2012

Resources:

- Creative Briefs and Working with Advertising Agencies
  This presentation was prepared and delivered by Jen Orkis, SBCC Advisor, Tanzania Capacity and Communication Project.

Session 9: Professionalism

This session was presented by John Msangi on Professionalism. There are two presentations-the short version that he presented and a longer version will all the details added in.

Resources:

- Professionalism
  These are the slides presented by John Msangi on professionalism.

Email Etiquette
How to write effect emails to get your message across.

Resources:

- Writing Effective Emails

Here are some tips to writing effective emails.

**Session 10: CV writing**

This session included a presentation on CV and application letter writing. There are also a number of worksheets to help build a good CV.

Resources:

- Resume and Cover Letter Workshop

This presentation is designed to help students understand more fully the expectations readers have when reading a resume. The thirty slides presented here are designed to aid the facilitator in an interactive presentation of resumes. This presentation is ideal for any student, especially those students who are nearing the time when they will be ready to apply for jobs or internships.

Writers and Designers: Angela Laflen and Jennifer Liethen Kunka
Developed with resources courtesy of the Purdue University Writing Lab
Grant funding courtesy of the Multimedia Instructional Development Center at Purdue University
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Worksheets

These are the worksheets to help build a good CV.

Resources:

- **Cover Letter Handout**

Your application letter is one of your most important job-search documents. An effective letter can get you a phone call for an interview, but a poorly written application letter usually spells continued unemployment. The difference can be a matter of how you handle a few key points. The following are some tips to help you develop effective application letters. This page is located at [http://owl.english.purdue.edu/handouts/print/pw/p_applettr.html](http://owl.english.purdue.edu/handouts/print/pw/p_applettr.html)

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To contact OWL, please visit our contact information page at [http://owl.english.purdue.edu/lab/contact.html](http://owl.english.purdue.edu/lab/contact.html) to find the right person to call or email.

- **Education Section**

Read this information and work through these questions to help yourself develop the education section of your resume. You may want to print out this handout and write down answers to the questions in order to help yourself generate ideas.

- **Curriculum Vitae**
Various tips on CV writing

- **CV Writing Workshop Worksheet**

  Worksheet to help build a CV.

- **Experience Section**

  Read this information and work through these questions to help yourself develop the experience section of your resume. You may want to print out this handout and write down answers to the questions in order to help yourself generate ideas.

- **Objective Setting**

  To practice writing your objective statement, read through the information and answer the questions contained in this handout.

- **Reference Sheets**

  The purpose of a reference sheet is to have a list of people who can verify and elaborate on your professional experience for a potential employer. Past employers, professors, and advisors are the best professional references to have. It is important to have a reference sheet because potential employers will often ask for a list of references they can contact. If you included a statement such as "References Available Upon Request" on your resume, you should be able to produce a reference sheet as soon as one is requested. In any case, having a reference sheet will save you time later on during the interview process.

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**Communication Theory Course**

Resources:

- **Reading List for the Communication Theory Course**
Reading List

**Session 1 - Communication Effects Studies: An Overview**

**Session 2 - Message Learning Theory**

**Session 3 - Theory of Planned Behavior**

**Session 4 - Social Learning Theory**

**Session 5 - Diffusion Theory**

**Session 6 - Convergence and Bounded Normative Influence Theory**

**Session 7 - Ideation and Social Change**

**Session 8 - Threat- Efficacy Model**

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**Communication Theory Readings**

**Resources:**
• **Reading 7: Communication for social change: An integrated model for measuring the process and its outcomes**

  THis is the reading for the communication theory lecture on Communication for Social Change.

• **Reading 5: Chapter 1, "The Diffusion Process" from Diffusion of Innovations**

  This is the first chapter from the book, Diffusion of Innovations.


  This is the first reading for session 1- the overview.

• **Reading 6B: ?Demand theories of the fertility transition: An iconoclastic view.?**

  A second reading on convergence and bounded normative influence.

• **Reading 2: Attitudes and Persuasion: Classic and Contemporary Approaches- Chapter 3 "The Message Learning Approach"**

  This is the only reading for the second session of the communication theory video lecture series.
Reading 3: ?Acceptance, yielding & impact: Cognitive processes in persuasion.? In Cognitive Reponses in Persuasion

This is the only reading for lecture 3.

• Reading 6A: Chapter 1, ?The miracle of Oryu Li? & Chapter 2, ?The convergence model of communication and network analysis? from Communication Networks: Toward a New Paradigm for Research

These readings contain a study of self-development in the village of Oryu Li which is used to describe the network analysis work of the authors.

• Reading 1B: ?The nature of human communication.? In Schramm, W. & Roberts, D. The Process and Effects of Mass Communication.

This is the second reading for session 1.

Slide Sets

Resources:

• Session 2- Persuasion and Message Learning

This is the slide set for the second lecture in the communication theory video lecture series.

• Session 3-Theory of Reasoned Action
This is the slide set for the third lecture in the video lecture series on communication theory.

- **Session 4- Social Learning Theory**

  This is the slide set for the fourth session of the communication theory video lecture series.

- **Session 5- Diffusion Theory**

  This is the slide set for the lecture on the Diffusion Theory.

- **Session 6: Convergence and Bounded Normative Influence Theory**

  These are the slides for Larry Kincaid's lecture.

- **Session 7: Ideation and Communication for Social Change**

  These are the slides for the 7th lecture in the communication theory lecture series.

- **Session 8B: Wrap Up**

  These are the slides from Doug Storey's final wrap up presentation.

- **Session 8A: Fear Appeals**

  This is the session presented by Kim Witte on Threat-Efficacy or Fear Management.
Online Learning Courses

Resources:

- **Social Network Analysis**

  Everything is connected: people, information, events and places, all the more so with the advent of online social media. A practical way of making sense of the tangle of connections is to analyze them as networks. In this course you will learn about the structure and evolution of networks, drawing on knowledge from disciplines as diverse as sociology, mathematics, computer science, economics, and physics. Online interactive demonstrations and hands-on analysis of real-world data sets will focus on a range of tasks: from identifying important nodes in the network, to detecting communities, to tracing information diffusion and opinion formation.

  This course is facilitated and will start in Sept 2012 and run for 8 weeks

- **Vaccines**

  This course will discuss issues regarding vaccines and vaccine safety. Specifically, 1) the history of vaccines, focusing on different strategies used during the past two centuries to make them, 2) the science of vaccines, focusing on methods of attenuation of various viruses and bacteria, 3) the benefits of vaccines, focusing on the impact of vaccines on health both in the United States and abroad, 4) the risks of vaccines, both real and perceived, 5) the controversies surrounding vaccines, specifically that vaccines cause autism, multiple sclerosis, neurodevelopmental delays, diabetes or other chronic problems, and 6) answers to common questions that parents have about vaccines, such as the fear that too many vaccines given too soon weaken, overwhelm, or perturb the immune system or that vaccines contain harmful additives or manufacturing residuals.

  This course will be facilitated and will start in June and run for 4-5 weeks.

- **Communication Skills**

  After completion of this module, you will:

  - Learn to be an effective listener
  - Learn how to be an effective public speaker
  - Learn how to lead a meeting
  - Learn how to speak effectively in one-on-one communications
Learn how to write professional e-mails, memos, business letters, and research reports

**Knowledge Management 101 eLearning Course**

The Knowledge Management (KM) 101 course is designed to demystify the concept of KM. This course provides learners with a basic understanding of KM and why it is important to the field of international public health.

**Health Informatics Building Blocks (HIBB)**

The HIBBs project promotes the development of open source educational materials that provide knowledge and skills on health information use and management. The HIBBs are educational lessons that give critical knowledge and skills needed by workers to carry out their jobs. HIBBs modules can be used alone or as part of a larger curriculum. They can be adapted for a local learning environment and used by either an individual learner or in a classroom setting. They are available in a variety of formats in order to meet a range of technical abilities. With HIBBs having an initial focus on sub-Saharan Africa (SSA), AMIA/GHIP partnered with the South African Institute for Distance Learning (SAIDE).

**Child Health and Development**

Focuses on the core processes of growth and development in early to middle childhood. Considers developmental theories, issues and research findings related to physical growth and cognitive, emotional, and social development. Considers appropriate instruments to assess growth and development. Evaluates efficacy of popular early intervention programs designed to enhance development in at-risk populations of children.

**Social and Behavior Change Communication**

Content adapted from the modules

- Module 0: Introduction
- Module 1: Understanding the Situation
• Module 2: Focusing & Designing
• Module 3: Creating
• Module 4: Implementing & Monitoring
• Module 5: Evaluating & Replanning

Format: eLearning platform with quizzing and final exam.

• Entertainment-Education for Better Health

Companion to the Communication for Better Health Population Report
Contents:

· How E-E works and its potential effects on knowledge, attitudes, and behavior
· The best uses of the various E-E formats
· The important steps for managing E-E projects, within the framework of the general process for developing communication programming

Format: PDF

• Disseminating Innovations for the Common Good

D-Lab III focuses on disseminating innovations among underserved communities, especially in developing countries. Students acquire skills related to building partnerships and piloting, financing, implementing, and scaling-up a selected innovation for the common good. Format: PowerPoint-based lectures converted into Adobe Acrobat (PDFs).

• Management Communication for Undergraduates
Management Communication is intended to help you think strategically about communication and aid you in improving your writing, presentation, and interpersonal communication skills within a managerial setting. We will look at a set of "best practices" or guidelines that have been derived from both research and experience and give you the opportunity to put those guidelines into practice. Format: PowerPoint-based class overheads and teaching notes converted into Adobe Acrobat (PDFs).

- Self-instruction course in risk communication

To create and strengthen skills for the communication of health risks associated with the environment, using methodologies with theoretical and practical approaches applicable in Latin America and the Caribbean. Topics covered include:

- Introduction
- Basic aspects of communication
- Background and some general considerations
- Risk perception
- Body language
- The planning of risk communication
- Community participation and inter-institutional linkaging
- Preparing messages
- The media
- Communication in crises and emergencies
- Conclusions

Format: The course is interactive and self-taught. You follow it at your own pace in the time you have available. Once you finish all the modules, you may take the examination that appears on the main screen (entitled FINAL TEST). If you pass, you will be given a certificate stating that you have completed the course.

- Crisis Communication

Advanced interpersonal communication concepts dealing with relationship disintegration and crisis intervention.
Format: 26 Youtube videos - on average, each is 1 hour and 14 minutes long.
Website Link: https://www.youtube.com/profile?user=UHouston

- A Learning Package for Social and Behavior Change
Communication, Version 3

C-Change created this learning package for facilitated, face-to-face workshops on social and behavior change communication (SBCC). The package includes a series of six modules for communication practitioners working in development.

- Module 0: Introduction
- Module 1: Understanding the Situation
- Module 2: Focusing & Designing
- Module 3: Creating
- Module 4: Implementing & Monitoring
- Module 5: Evaluating & Replanning

A facilitator's guide accompanies each module.

Format: Downloadable PDFs

Diversity and Difference in Communication

Interpersonal communication in health and social care services is by its nature diverse. As a consequence, achieving good or effective communication—whether between service providers and service users, or among those working in a service—means taking account of diversity, rather than assuming that every interaction will be the same. This unit explores the ways in which difference and diversity impact on the nature of communication in health and social care services. Estimated time: 16 hours, provides ability to download course into a pdf.

Sessions:

1. Introducing diversity and difference
2. Difference and communication
3. Ethnicity
4. Gender
5. Disability
6. Conclusion

Format: Website
Health Literacy for Public Health Professionals

The goal of Health Literacy for Public Health Professionals is to introduce participants to the fundamentals of health literacy and demonstrate the importance of health literacy within public health practice.
This course consists of a brief introduction followed by three lessons. Within these lessons there are video clips, case studies, and knowledge check questions.
Format: eLearning website ? click next button at bottom of player to advance pages.

• Communication Skills

Series of lessons (all free lessons are indicated in orange) ? they are arranged under the following broad categories:
Planning and Structuring Your Communications
  ○ Communicating in Person
  ○ Feedback
  ○ Meeting Communications
  ○ Presentations
  ○ Communicating in Writing
  ○ Negotiation
  ○ Difficult Communication Situations
  ○ Understanding Others Better
  ○ Cross-Culture Communication

Format: Website with links to other webpages.

Additional Communication Resources

Resources:
Social and Behavior Change Communication (SBCC): Capacity Assessment Tool

C-Change developed the Social and Behavior Change Communication Capacity Assessment Tool (SBCC-CAT) in two versions--for use with organizations (to assess program and staff capacity in SBCC), and with donors and networks (to assess their own capacity and that of the partners they support and manage). Together with a facilitator, organizations can use this tool to determine their competencies in five areas:

1. SBCC Situation Analysis
2. SBCC Strategy Development
3. SBCC Materials Development
4. SBCC Implementation, and
5. SBCC Monitoring and Evaluation (M&E)

The tool follows a participatory three-stage process, ending with a discussion around findings and the development of a capacity strengthening plan. It can be used by any organization interested in improving the design, implementation and M&E of its health and development SBCC programs. By using this tool, donors and program planners can identify the strengths and weaknesses of current programs and define activities to strengthen and refocus programs to improve the overall quality of their SBCC efforts.

Entertainment Education for Behavior Change

This course examines and teaches ways in which education can be subtly but effectively worked into both new and time-honored genres of entertainment to foster positive behavior change and life improvement in both developing countries and local environments. Format: Four PowerPoint-based lectures converted into Adobe Acrobat (PDFs).

1. A Whole New Mind: Daniel Pink
2. Entertainment & Education
3. Creating the Story
4. Entertainment-Education Equation
5. The Research Process

Tools for Behavior Change Communication
Contents:

1. Checklist: BCC Program Cycle
2. Budgeting for BCC
3. Model of an Audience Profile
4. Checklist: Ensuring Good-Quality Materials
5. Checklist: Working With the News Media
6. Types of Evaluation: Purpose, Questions Answered, and Sample Indicators

Format: PDF
How managers of family planning programs can build effective behavior change communication programs
Format: Website/HTML of Population Report

- **Approaches to ICT Capacity Development**
  - Building Local and Sustainable Capacities for ICT Development
  - Formulating Local Priorities, owning Local Projects: the IICD
  - Round-Table Process
  - Building Sustainable ICT Capacities in Jamaica
  - Further Reading

Format: Downloadable PDF.

- **The Health Manager’s Toolkit**

  The toolkit is an electronic compendium of tools designed to assist health professionals in their efforts to provide accessible high-quality and sustainable health services. The tools have been developed by organizations working throughout the world to improve the delivery of health services.

  Sections on:
  - Clinical services and quality management
  - Community health services
  - Drug and supply management
  - Financial management
  - General management and operations
  - Governance
  - Health policy and reform
  - Human resources management
  - Information management
  - Leadership development
  - Monitoring and evaluation
  - Organizational planning

Format: Website with links to downloadable PDFs of a variety of tools.

- **Assessing Community Capacity for Change**
The purpose of the tool is to learn and understand more about community capacity - what it is, how it can be assessed, and how it can be strengthened. The "tool" is an assessment process that engages communities in capacity assessment. There are seven domains. It takes approximately forth minutes for most groups to complete their assessment on one of the categories. The domains are shared vision; sense of community; communication; participation; leadership; resources, knowledge, and skills; and ongoing learning.

Format: Downloadable PDF.

**Training of Trainers' Kit**

AfriComNet has developed an exciting new toolkit: A Training of Trainers' Kit Facilitation Guide on Strategic Communication and HIV and AIDS. This toolkit is designed to assist AfriComNet members and their partners to facilitate a five-day training which covers:

- the basics of strategic health communication
- the basics of HIV and AIDS
- the principles and practices of adult education
- facilitation skills

Format: Downloadable PDFs, Word documents, and PowerPoint slides of session plans, handouts, and presentations.

Source URL: https://www.k4health.org/toolkits/tanzania-ace