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PRESS RELEASE

Behaviour Change Seminar – Follow-Up 20th to 24th June 2022 – TCI Integrity Commission

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; influencing the mindset, and its processes to transition from **knowing** to **doing** what is right. This Integrated Marketing Communication for Behavioural Impact, Follow-Up Behaviour Change Seminar is purposefully directed at developing a completed Communication Plan. A subset of the participants'/personnel from some ministries across government sectors, and community leaders/church representatives who received their certifications last year will contribute towards completing this process.

Participants will further develop and transfer 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. Participants and the Consultant will also visit and engage in conversations with various departments- using specialized communication tools learned during the seminar. By the end of this follow-up Workshop, the working team of participants' working along with the Consultant will contribute to a completed behavioural plan for presentation to the Integrity Commission for approval and implementation.

The seminar will focus on incorporating *Integrated communication (ICM)* marketing, which has been a proven approach to bridging the knowledge/action gap and achieving behavioural results in health and other development programmes. We welcome the Consultant; Dr. Everold Hosein,

The Turks and Caicos Islands Integrity Commission

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Commissioners: Hon. Ms. Justice Tanya Lobban Jackson (Chairman), Canon Mark Kendall; Stephen Wilson Q.C.; Rev. Samuel Goldston Williams

again to the Turks and Caicos Islands and anticipate a productive and meaningful follow-up 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.



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