

# African American Prevention Intervention Center COURSE FACT SHEET

## BASIC BEHAVIORAL SCIENCE

*“When you need to make an important decision, never do it alone, choose the right people.”*

*- Basakatan Proverb*

### Goal:

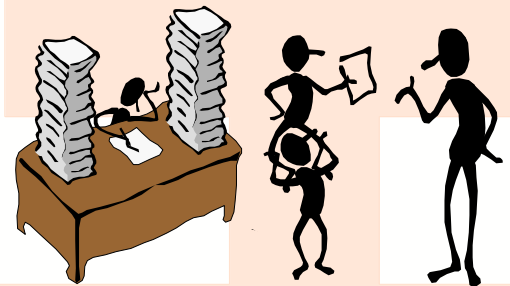
Participants will gain knowledge in identifying basic behavioral science techniques that will improve interventions relative to a variety of affective domains.

### Course Description:

This course is designed to assist organizations and agencies in implementing behavioral science techniques into HIV/AIDS prevention programs; identifying the necessity and usefulness in demonstrating the value of their efforts in the African-American community, and providing evidence needed to create and maintain programs that work.

### This Course Will Cover:

- ◆ What is Behavioral Science
- ◆ Behavioral Science Theory
- ◆ Affective Domains
- ◆ Changing Theory into Practice
- ◆ Application of Behavioral Science Concepts
- ◆ Case Studies in Behavioral Science



This course is designed for a two-day delivery from 9:00 a.m. to 5:00 p.m. beginning with 8:30 a.m. registration. Course size is limited to a maximum of 20 participants representing various community-based organizations. Teaching strategies include lecture, group activities, group discussion and some nontraditional methods.

### Who should attend?

- ◆ Community-Based Organizations (CBOs)
- ◆ Health Department CBOs
- ◆ Local Governmental Agencies
- ◆ School Systems
- ◆ Businesses
- ◆ Community Stakeholders
- ◆ Faith Institutions
- ◆ Civic Organizations
- ◆ Opinion Leaders

