

## Process for burning the eLearning course on a DVD/CD

Step 1: Download the files to your computer, then unzip the files and navigate to the files location.

The screenshot shows the homepage of the 'Behavior Change Communication eLearning Series' on the Abt Associates website. The header is red with the Abt logo and links for 'Download Course' and 'Help'. The main content area is white and features a grid of seven module cards. Each card includes a thumbnail image, a title, a brief description, and a 'Start Course' button. The modules are: Module 1 (Introduction to Abt's Behavior Change Communication eLearning Series), Module 2 (Situation Analysis), Module 3 (Audience Segmentation), Module 4 (The Creative Approach), Module 5 (Evaluation, Product & Routine BCC Mechanisms), Module 6 (The Implement BCC Strategies module), and Module 7 (Monitor and Evaluate BCC strategies).

**Abt Associates** Download Course Help

### Behavior Change Communication eLearning Series

This Behavior Change Communication series is a self-paced and interactive learning opportunity that uses the power and reach of technology to educate our colleagues and partners globally. Whether it is accessed through the internet or on a CD our colleagues will have the opportunity to learn about Behavior Change Communication, referred to as BCC, understand how to design a BCC strategy, and see examples of BCC in action. And this can be done at their own pace and at their own time.

**Module 1**

This module includes an introduction to behavior change communication methodology, an overview of the socio-ecological framework, key behavior theories, and behavioral determinants that influence behavior.

[Start Course](#)

**Module 2**

Situation Analysis explores the first step of the BCC methodology, conducting a situation analysis and demonstrates how formative research is used to inform this step of the BCC process.

[Start Course](#)

**Module 3**

Audience Segmentation explores a general process of segmenting audiences for a BCC strategy.

[Start Course](#)

**Module 4**

The Creative Approach module focuses on key elements of a creative brief and how to use this tool to develop the creative approach.

[Start Course](#)

**Module 5**

Evaluation, Product & Routine BCC Mechanisms

**Module 6**

The Implement BCC Strategies module

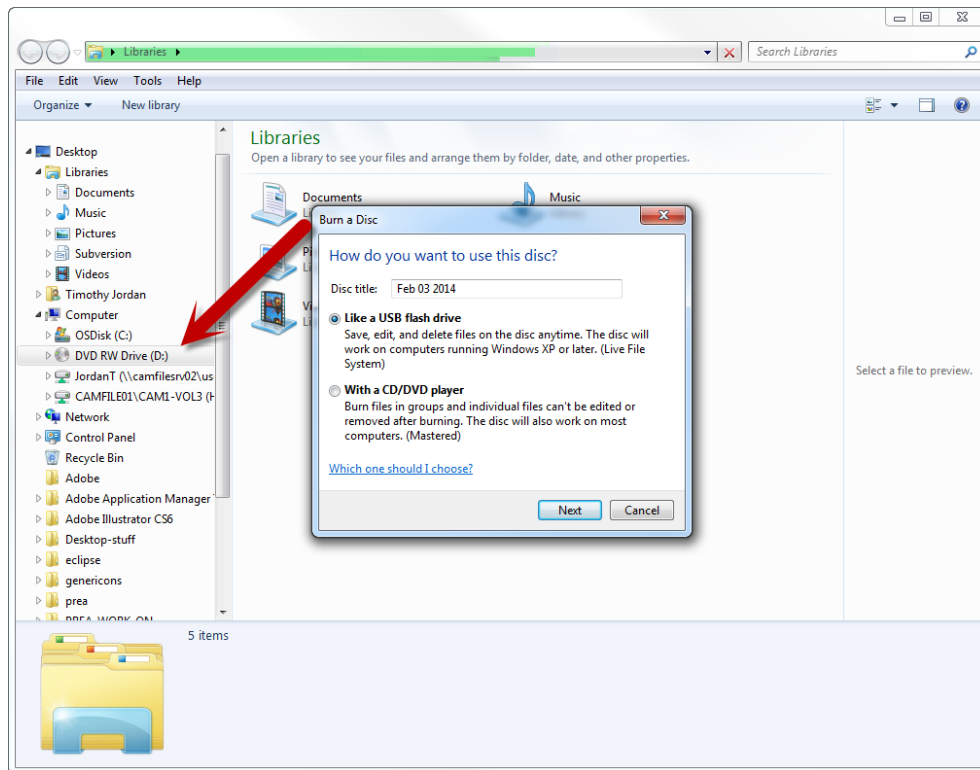
**Module 7**

Monitor and Evaluate BCC strategies

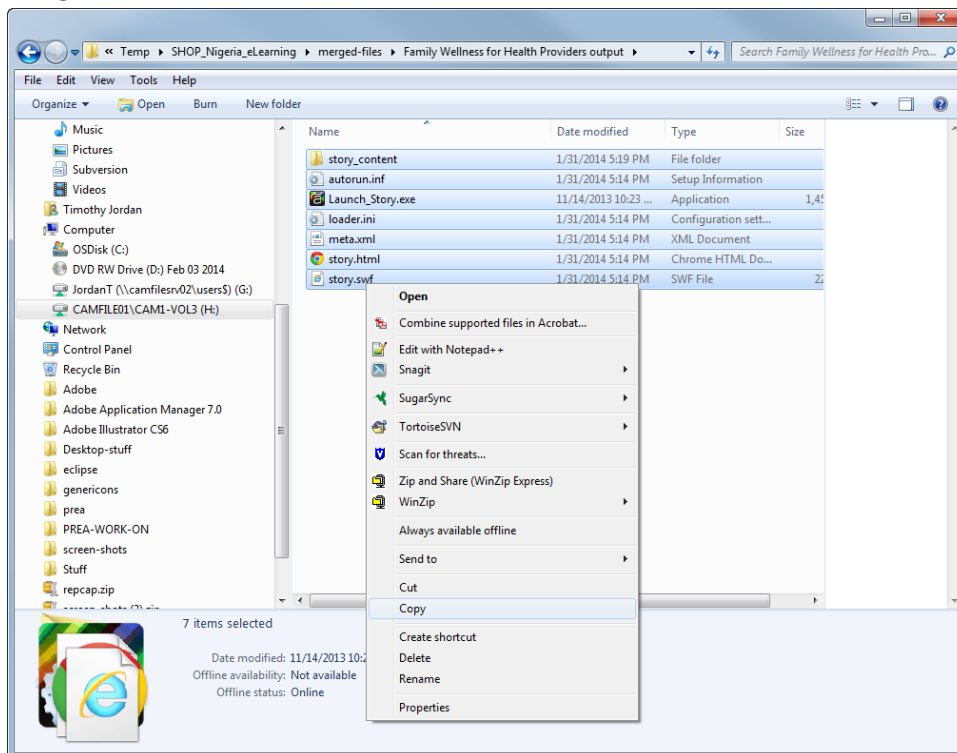
Step 2: Insert DVD/CD into your DVD/CD burner.



Step 3: Navigate to the DVD RW Drive. You will be prompted a message **“Burn a Disc”** or click on the DVD/CD driver to receive the message. Give the DVD/CD a file name.



Step 4: Copy the eLearning course files over to the DVD/CD storage drive. Then click on **“Burn”** in the navigation menu.



Step 6: To view course, insert the DVD/CD back into your computer, then click on the executable “Launch\_Story.exe”. You can now view this course on any computer.

