Community Health Outreach Management Training Course

Professional Development Training Course Outline

Category	Community Development	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Community health outreach plays a pivotal role in promoting wellness, preventing disease, and empowering communities to take charge of their health. Community Health Outreach Management Training Course is designed to equip health professionals, community leaders, and program managers with advanced skills in planning, implementing, and evaluating effective outreach initiatives. Participants will gain insights into strategic health communication, resource mobilization, stakeholder engagement, and evidence-based intervention models that directly impact population health outcomes. This course integrates practical case studies, data-driven decision-making, and emerging best practices in community health to prepare participants for dynamic challenges in the public health sector.

The course emphasizes hands-on, results-oriented approaches that enhance operational efficiency and strengthen community partnerships. By leveraging trending strategies such as digital health engagement, community mapping, and participatory program design, participants will learn how to optimize outreach efforts and deliver measurable health improvements. This training is particularly valuable for individuals aiming to enhance organizational impact, reduce health disparities, and foster sustainable community health solutions. Participants will leave equipped with the knowledge, tools, and confidence to lead impactful health outreach programs and build resilient community health infrastructures.

Programme Curriculum

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Course Objectives

By the end of this training, participants will be able to:

1. Develop comprehensive community health outreach strategies using evidence-based practices.
2. Apply digital health tools and technologies for effective community engagement.
3. Conduct community needs assessments and health risk analyses.
4. Design culturally sensitive and inclusive health programs.
5. Implement monitoring and evaluation frameworks to track program outcomes.
6. Mobilize resources and manage budgets for outreach initiatives.
7. Strengthen stakeholder engagement and inter-sectoral collaboration.
8. Enhance communication strategies for health education and behavior change.
9. Address health disparities through targeted interventions and advocacy.
10. Utilize data analytics to inform program improvements and decision-making.
11. Lead multidisciplinary teams for integrated community health programs.
12. Incorporate sustainability planning into outreach programs.
13. Analyze case studies to identify lessons learned and best practices.

Organizational Benefits

- Improved efficiency in health outreach program delivery.
- Enhanced capacity to design and implement evidence-based interventions.
- Stronger community relationships and stakeholder collaboration.
- Measurable health outcomes for targeted populations.
- Increased organizational visibility and credibility.
- Data-driven decision-making and reporting.
- Reduced health disparities within communities.
- Optimized use of resources and program sustainability.
- Empowered staff with practical outreach management skills.
- Recognition as a leader in community health initiatives.

Target Audiences

1. Community health workers and program coordinators.
2. Public health officers and government health agencies.
3. Non-governmental organization (NGO) health program managers.

4. Health educators and social workers.
5. Primary care and clinical service providers.
6. Public health researchers and epidemiologists.
7. Students and trainees in health management fields.
8. Policy makers and health advocacy leaders.

Course Duration: 5 days

Course Modules

Module 1: Introduction to Community Health Outreach

- Overview of community health principles.
- Importance of outreach in population health.
- Key stakeholders in community health programs.
- Challenges and opportunities in outreach management.
- Case study: Successful local health campaign.
- Practical activity: Mapping community health needs.

Module 2: Needs Assessment and Risk Analysis

- Techniques for conducting health assessments.
- Identifying vulnerable populations.
- Prioritizing health risks.
- Data collection and analysis methods.
- Case study: Community risk profiling.
- Practical activity: Health risk mapping exercise.

Module 3: Strategic Planning for Outreach Programs

- Setting goals and objectives.
- Resource allocation and budgeting.
- Integrating community input into program design.
- Timeline development and workflow planning.
- Case study: Planning a vaccination outreach program.
- Practical activity: Creating a program action plan.

Module 4: Health Communication and Education

- Designing effective health messages.
- Using multimedia for health promotion.
- Behavior change communication strategies.
- Cultural competence in messaging.
- Case study: Health awareness campaign evaluation.
- Practical activity: Drafting communication materials.

Module 5: Digital Health Tools and Technologies

- Mobile health (mHealth) applications.
- Data management and electronic health records.
- Social media for health advocacy.
- Digital monitoring and reporting.

- Case study: Tech-driven community health initiative.
- Practical activity: Using digital tools for program tracking.

Module 6: Monitoring, Evaluation, and Impact Measurement

- Designing monitoring frameworks.
- Evaluating program effectiveness.
- Data visualization for decision-making.
- Reporting outcomes to stakeholders.
- Case study: Measuring immunization program success.
- Practical activity: Creating a monitoring dashboard.

Module 7: Stakeholder Engagement and Partnerships

- Identifying and engaging key stakeholders.
- Building effective partnerships.
- Collaboration with local governments and NGOs.
- Advocacy for policy support.
- Case study: Multi-sector collaboration project.
- Practical activity: Stakeholder mapping exercise.

Module 8: Sustainability and Scaling of Outreach Programs

- Developing long-term sustainability strategies.
- Resource mobilization for ongoing programs.
- Scaling interventions for larger impact.
- Lessons learned from successful outreach models.
- Case study: Scaling maternal health programs.
- Practical activity: Drafting a sustainability plan.

Training Methodology

- Interactive lectures and group discussions.
- Hands-on workshops and role-playing activities.
- Case study analyses with real-world scenarios.
- Digital tool demonstrations for program management.
- Field exercises and community mapping projects.
- Peer-to-peer learning and knowledge sharing.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com