Gender and Health Communication Training Course

Professional Development Training Course Outline

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

Course Introduction

In today’s rapidly evolving health landscape, effective gender-sensitive health communication is critical for achieving equitable health outcomes. Gender and Health Communication Training Courseequips professionals with the skills to analyze, design, and implement communication strategies that address gender disparities, promote inclusive messaging, and foster community engagement. By leveraging digital tools, participatory methods, and evidence-based communication frameworks, participants will learn how to transform health campaigns into powerful instruments for behavioral change, advocacy, and social impact.

This course emphasizes the intersection of gender equity, health literacy, and strategic communication, exploring innovative approaches to tackling issues such as reproductive health, maternal and child health, infectious diseases, mental health, and public health emergencies. Participants will engage with real-world case studies, participatory workshops, and scenario-based learning, ensuring practical application of gender mainstreaming, intersectionality, and culturally competent messaging to drive measurable health outcomes.

Programme Curriculum

Gender and Health Communication Training Course

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5 days

Course Objectives

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

1. Understand the principles of gender-sensitive health communication and advocacy.
2. Analyze gender disparities in health outcomes using data-driven approaches.
3. Design inclusive health messaging tailored to diverse populations.
4. Apply behavior change communication strategies effectively.
5. Integrate digital health tools and social media campaigns for outreach.
6. Promote community engagement and participatory approaches in health programs.
7. Enhance health literacy and awareness across gender groups.
8. Evaluate the impact of health communication interventions.
9. Implement gender mainstreaming frameworks in health policies.
10. Navigate cultural sensitivities and intersectional perspectives in messaging.
11. Develop crisis communication strategies for health emergencies.
12. Use monitoring and evaluation techniques for gender-focused campaigns.
13. Advocate for policy change and inclusive health programs through strategic communication.

Target Audience

1. Health communication specialists
2. Public health practitioners
3. Policy makers in health sectors
4. NGO and development organization staff
5. Community health workers
6. Gender equality advocates
7. Health educators and trainers
8. Media professionals working in health awareness

Course Modules

Module 1: Foundations of Gender and Health Communication

- gender, health equity, communication strategies
- Gender-sensitive communication principles
- Understanding health disparities
- Case Study: **Reducing maternal mortality in rural Uganda**
- Gender audit of existing health campaigns

Module 2: Health Behavior and Communication Theory

- Health belief models and behavior change frameworks

- Social marketing principles
- Audience segmentation and targeting
- Case Study: **HIV prevention campaigns among adolescents in Kenya**
- Designing persuasive health messages

Module 3: Digital Health Communication Tools

- Social media and mobile health applications
- eHealth platforms for health messaging
- Data-driven communication strategies
- Case Study: **SMS-based maternal health reminders in Tanzania**
- Creating digital campaigns

Module 4: Community Engagement and Participatory Methods

- Participatory communication techniques
- Engaging local leaders and influencers
- Gender-responsive community outreach
- Case Study: **Community-led sanitation campaigns in Bangladesh**
- Role-play in community engagement

Module 5: Crisis and Risk Communication

- Principles of emergency health communication
- Gender considerations in crises
- Risk perception and public response
- Case Study: **Ebola outbreak messaging in West Africa**
- Health emergency scenario planning

Module 6: Health Literacy and Inclusive Messaging

- Promoting understanding across literacy levels
- Culturally sensitive content development
- Addressing misinformation and myths
- Case Study: **Combating vaccine hesitancy in India**
- Designing inclusive health materials

Module 7: Monitoring, Evaluation, and Impact Assessment

- Designing gender-sensitive evaluation frameworks
- Indicators for health communication impact
- Feedback mechanisms and iterative improvements
- Case Study: **Evaluating family planning campaigns in Nigeria**
- Developing M&E plans

Module 8: Policy Advocacy and Strategic Communication

- Linking communication to health policy
- Advocacy techniques for gender equity
- Multi-stakeholder collaboration
- Case Study: **National reproductive health policy reform in Rwanda**
- Drafting a gender-focused advocacy brief

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

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

Start Date	End Date	Location	Price
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