Health Communication Management Training Course

Professional Development Training Course Outline

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

Course Introduction

In today’s rapidly evolving global health landscape, effective Health Communication Management has become a critical driver for achieving public health impact, behavior change, and health system strengthening. With the rise of digital health technologies, misinformation challenges, and data-driven decision-making, organizations must adopt strategic communication frameworks, risk communication models, and stakeholder engagement approaches to ensure accurate, timely, and culturally relevant health messaging. Health Communication Management Training Course equips participants with cutting-edge skills in health promotion, crisis communication, and digital health communication strategies, ensuring they can navigate complex health ecosystems.

This course integrates evidence-based communication practices, social and behavior change communication (SBCC), and health advocacy techniques to enhance program effectiveness. Participants will explore innovative tools such as AI-driven communication analytics, social media listening, community engagement platforms, and health data visualization, enabling them to design and implement impactful communication campaigns. By the end of the training, learners will be empowered to lead high-impact communication initiatives that improve health outcomes across diverse populations.

Programme Curriculum

Health Communication Management Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Develop expertise in Strategic Health Communication Planning
2. Strengthen skills in Risk Communication and Crisis Management
3. Apply Behavior Change Communication (BCC) Models effectively
4. Utilize Digital Health Communication Tools and Platforms
5. Enhance Stakeholder Engagement and Community Mobilization
6. Design Data-Driven Communication Campaigns
7. Integrate Health Promotion and Advocacy Strategies
8. Improve Health Literacy and Audience Segmentation Techniques
9. Leverage Social Media Analytics for Public Health Messaging
10. Address Misinformation and Infodemic Management
11. Implement Monitoring & Evaluation (M&E) Frameworks for communication
12. Promote Equity, Inclusion, and Cultural Competency in Communication
13. Strengthen Policy Communication and Health Diplomacy Skills

Target Audience

1. Public Health Professionals
2. Health Communication Officers
3. NGO and Development Practitioners
4. Healthcare Administrators
5. Media and Communication Specialists
6. Policy Makers and Government Officials
7. Community Health Workers
8. Researchers and Academics in Health Fields

Course Modules

Module 1: Foundations of Health Communication

- Principles of Health Communication
- Communication Theories and Models
- Health Literacy Concepts
- Audience Analysis Techniques

- Case Study: Community Health Awareness Campaign Success

Module 2: Strategic Communication Planning

- Communication Needs Assessment
- Message Design and Framing
- Channel Selection Strategies
- Campaign Planning Tools
- Case Study: National Immunization Campaign

Module 3: Behavior Change Communication (BCC)

- Social and Behavior Change Theories
- Influencing Health Behaviors
- Designing BCC Interventions
- Cultural Context in Communication
- Case Study: HIV Prevention Campaign

Module 4: Digital Health Communication

- Social Media for Health Promotion
- Mobile Health Solutions
- AI and Data Analytics in Communication
- Digital Campaign Management
- Case Study: COVID-19 Digital Awareness Campaign

Module 5: Risk Communication & Crisis Management

- Emergency Communication Principles
- Crisis Messaging Strategies
- Managing Public Trust
- Media Relations in Crises
- Case Study: Ebola Outbreak Communication Response

Module 6: Stakeholder Engagement & Advocacy

- Stakeholder Mapping
- Community Engagement Strategies
- Advocacy Campaign Development
- Partnership Building
- Case Study: Policy Advocacy for Universal Health Coverage

Module 7: Monitoring, Evaluation, and Learning (MEL)

- Communication Indicators and Metrics
- Data Collection Methods
- Impact Evaluation Techniques
- Learning and Adaptation
- Case Study: Evaluating a Maternal Health Campaign

Module 8: Ethics, Equity, and Cultural Competence

- Ethical Communication Practices

- Gender and Inclusion in Health Messaging
- Cultural Sensitivity
- Addressing Vulnerable Populations
- Case Study: Inclusive Communication in Rural Health Programs

Training Methodology

- 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

Start Date	End Date	Location	Price
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