Media & Health Communication Training Course

Professional Development Training Course Outline

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

Course Introduction

In the rapidly evolving digital ecosystem, Media and Health Communication has become a critical pillar for shaping public awareness, influencing health behaviors, and strengthening global health systems. Media & Health Communication Training Course is designed to equip learners with cutting-edge competencies in strategic health messaging, digital media engagement, risk communication, and misinformation management. With the rise of social media health campaigns, AI-driven communication tools, and real-time crisis reporting, professionals must master both traditional and digital communication channels to effectively reach diverse audiences.

This course integrates public health communication theories, behavioral science, media production techniques, and data-driven storytelling to enhance impact in health promotion. Participants will learn how to design evidence-based campaigns, combat health misinformation, leverage influencer ecosystems, and use analytics for audience targeting. The program is tailored for the modern communication landscape where pandemics, digital misinformation, vaccine hesitancy, and global health crises demand precise, ethical, and impactful messaging strategies.

Programme Curriculum

Media & Health Communication Training Course

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Course Duration

5 days

Course Objectives

1. Develop mastery in strategic health communication planning
2. Design impactful public health awareness campaigns
3. Apply behavior change communication (BCC) frameworks
4. Combat health misinformation and disinformation online
5. Use social media analytics for health messaging optimization
6. Implement crisis and emergency risk communication strategies
7. Produce digital health storytelling content across platforms
8. Integrate AI tools in media and health communication
9. Strengthen community engagement and participatory communication
10. Build effective vaccine communication and hesitancy reduction strategies
11. Enhance media relations for healthcare institutions
12. Evaluate health campaign impact using data-driven insights
13. Promote ethical communication and health equity messaging

Target Audience

1. Public health professionals
2. Media and journalism practitioners
3. Healthcare communication officers
4. NGO and humanitarian workers
5. Government health communication units
6. Digital marketers in healthcare
7. University students in media/public health
8. Social media health influencers

Course Modules

Module 1: Foundations of Media & Health Communication

- Principles of health communication
- Role of media in public health
- Communication models (Shannon, Health Belief Model)
- Ethics in health messaging
- Global health communication trends
- **Case Study:** COVID-19 global communication strategies (WHO messaging analysis)

Module 2: Strategic Health Campaign Development

- Campaign planning frameworks
- Audience segmentation techniques
- Message framing for behavior change
- Multi-channel campaign integration
- Monitoring & evaluation basics
- **Case Study:** Anti-smoking campaigns and behavior change success metrics

Module 3: Digital & Social Media Health Communication

- Social media strategy for health brands
- Viral content creation techniques
- Influencer health advocacy
- Platform algorithms (TikTok, Instagram, X)
- Community engagement tactics
- **Case Study:** #WearAMask global digital campaign impact

Module 4: Crisis & Risk Communication

- Emergency communication protocols
- Pandemic communication strategies
- Real-time messaging during outbreaks
- Public trust management
- Rumor control systems
- **Case Study:** Ebola outbreak crisis communication in West Africa

Module 5: Health Misinformation & Fact-Checking

- Identifying fake health news
- Digital verification tools
- Misinformation psychology
- Fact-checking workflows
- Platform accountability systems
- **Case Study:** Vaccine misinformation during COVID-19 pandemic

Module 6: AI, Data & Digital Health Communication

- AI-powered content generation
- Predictive health communication analytics
- Chatbots in healthcare messaging
- Big data in public health insights
- Automation in campaign delivery
- **Case Study:** AI-driven health chatbots for maternal health support

Module 7: Community & Behavior Change Communication

- Participatory communication models
- Cultural sensitivity in messaging
- Health literacy improvement strategies
- Grassroots mobilization techniques
- Social norm transformation campaigns
- **Case Study:** Polio eradication communication in rural communities

Module 8: Media Production for Health Storytelling

- Video storytelling techniques
- Podcasting for health education
- Infographics and visual health data
- Documentary production basics
- Cross-platform content repurposing
- **Case Study:** Global mental health awareness documentary campaigns

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
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