Policy Advocacy in Health Training Course

Professional Development Training Course Outline

Category	Public Health	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Policy Advocacy in Health is a strategic, evidence-driven approach aimed at influencing governments, institutions, and stakeholders to design and implement equitable, resilient, and people-centered health systems. In today's rapidly evolving global health landscape shaped by Universal Health Coverage (UHC), health equity, climate-resilient health systems, and digital health transformation advocacy skills have become essential for professionals working across public health, NGOs, and development sectors.

Policy Advocacy in Health Training Course equips participants with practical tools to design and implement impactful advocacy campaigns that shape health policy reform, strengthen health governance, and accelerate progress toward the Sustainable Development Goals (SDGs). It emphasizes real-world application through stakeholder mapping, policy analysis, strategic communication, coalition building, and evidence-based lobbying in both national and global health systems.

Programme Curriculum

Policy Advocacy in Health Training Course

Introduction

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Course Objectives

1. Strengthen skills in health policy analysis and interpretation
2. Build capacity in strategic health advocacy planning
3. Enhance understanding of global health governance systems
4. Develop expertise in stakeholder mapping and engagement
5. Promote effective evidence-based policy communication
6. Improve skills in media advocacy and digital campaigning
7. Strengthen community mobilization for health equity
8. Build capacity in lobbying and negotiation techniques
9. Enhance understanding of SDGs and UHC frameworks
10. Develop skills in coalition and partnership building
11. Strengthen knowledge of health financing advocacy
12. Build capacity in monitoring and evaluation of advocacy impact
13. Equip participants with tools for climate and health policy integration

Target Audience

- Public health professionals
- NGO and CSO program managers
- Health policy makers and government officers
- Development partners and donors
- Community health workers and advocates
- Researchers and academic professionals
- Media and communication specialists in health
- Youth leaders and emerging health advocates

Course Modules

Module 1: Foundations of Health Policy Advocacy

- Concepts of advocacy and policy influence
- Health systems and governance structures
- Role of civil society in policy change
- Advocacy ethics and accountability
- Global and national policy frameworks
- **Case Study:** Tobacco control policy advocacy campaigns

Module 2: Health Systems and Policy Environment

- Structure of health systems
- Policy cycle analysis
- Decision-making processes
- Health sector reforms
- Policy bottlenecks identification
- **Case Study:** UHC reform implementation challenges

Module 3: Strategic Advocacy Planning

- Setting SMART advocacy goals
- Theory of change development
- Strategic planning tools
- Risk analysis in advocacy
- Resource mobilization planning
- **Case Study:** Maternal health advocacy strategy design

Module 4: Stakeholder Mapping and Analysis

- Identifying key stakeholders
- Power-interest mapping
- Influence strategies
- Building alliances
- Conflict of interest management
- **Case Study:** Vaccine rollout stakeholder mapping

Module 5: Evidence-Based Policy Making

- Data-driven advocacy approaches
- Research translation into policy
- Policy briefs development
- Use of health indicators
- Knowledge dissemination
- **Case Study:** HIV policy reform using data evidence

Module 6: Communication for Advocacy

- Strategic messaging development
- Health communication frameworks
- Audience segmentation
- Persuasive storytelling
- Crisis communication
- **Case Study:** Ebola outbreak communication strategy

Module 7: Media Advocacy and Digital Influence

- Traditional vs digital media advocacy
- Social media campaigning
- Influencer engagement
- Content creation strategies
- Viral advocacy techniques
- **Case Study:** COVID-19 misinformation counter campaigns

Module 8: Lobbying and Negotiation Skills

- Lobbying techniques and ethics
- Government engagement strategies
- Negotiation frameworks
- Policy dialogue facilitation
- Building political will

- **Case Study:** Anti-smoking legislation lobbying

Module 9: Coalition and Partnership Building

- Multi-sector collaboration
- Network development
- Partnership governance
- Shared advocacy agendas
- Conflict resolution
- **Case Study:** Global malaria elimination partnerships

Module 10: Health Financing Advocacy

- Budget analysis and tracking
- Domestic resource mobilization
- Donor engagement strategies
- Financial accountability
- Equity in health financing
- **Case Study:** National health insurance advocacy

Module 11: Community Mobilization

- Grassroots engagement strategies
- Community participation models
- Behavior change communication
- Local leadership empowerment
- Social accountability tools
- **Case Study:** Community-led sanitation campaigns

Module 12: Gender and Equity in Health Advocacy

- Gender-sensitive policy design
- Social inclusion frameworks
- Vulnerable population advocacy
- Equity impact assessment
- Human rights-based approaches
- **Case Study:** Maternal mortality reduction advocacy

Module 13: Climate Change and Health Policy

- Climate-health nexus
- Environmental health risks
- Climate adaptation policies
- Green health systems
- Disaster preparedness advocacy
- **Case Study:** Flood-related disease prevention policy

Module 14: Monitoring and Evaluation of Advocacy

- Advocacy performance indicators
- Impact measurement tools
- Learning and feedback loops

- Outcome documentation
- Adaptive management
- **Case Study:** National immunization advocacy tracking

Module 15: Leadership in Health Advocacy

- Advocacy leadership styles
- Ethical leadership in health
- Decision-making under pressure
- Capacity building strategies
- Sustaining advocacy movements
- **Case Study:** Global polio eradication leadership efforts

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	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

Register Online Now

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