Risk Communication in Health 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

Risk Communication in Health is a critical discipline in modern public health emergency management, focusing on the timely, accurate, and transparent exchange of information during disease outbreaks, health crises, and humanitarian emergencies. In an era shaped by pandemics, infodemics, and digital misinformation, effective communication strategies are essential for building trust, influencing positive health behaviors, and ensuring community compliance with public health advisories. Risk Communication in Health Training Course equips participants with advanced skills in crisis communication, outbreak messaging, health behavior change, and community engagement strategies, aligned with global standards from WHO and CDC frameworks.

The course emphasizes practical, evidence-based approaches to managing communication during epidemics, pandemics, vaccine hesitancy, and emerging health threats. Participants will explore how to design targeted messages, combat misinformation on social media, and engage stakeholders across diverse populations. With increasing global health risks such as COVID-19, Ebola, Mpox, and climate-related health emergencies, this training builds capacity for professionals to become effective risk communicators, public health advocates, and emergency response leaders in both local and global contexts.

Programme Curriculum

Risk Communication in Health Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Understand principles of Risk Communication and Community Engagement (RCCE) in health emergencies
2. Analyze dynamics of infodemics and health misinformation control strategies
3. Apply crisis communication frameworks in outbreak and epidemic response
4. Develop effective public health messaging for behavior change
5. Strengthen stakeholder engagement and trust-building strategies
6. Design communication plans for pandemic preparedness and response
7. Manage communication during vaccine hesitancy and immunization campaigns
8. Utilize social media monitoring and digital health communication tools
9. Enhance skills in emergency risk communication planning and coordination
10. Apply WHO guidelines for public health emergency communication
11. Build competencies in community-based participatory communication approaches
12. Address communication challenges in climate-related health risks and disasters
13. Evaluate effectiveness of risk communication interventions and feedback systems

Target Audience

1. Public Health Officers
2. Epidemiologists and Disease Surveillance Officers
3. Health Communication Specialists
4. NGO and Humanitarian Workers
5. Government Health Policy Makers
6. Emergency Response Teams
7. Community Health Workers
8. Media and Journalism Professionals in Health Reporting

Course Modules

Module 1: Foundations of Risk Communication

- Principles of risk perception and communication
- Trust-building in public health messaging
- Communication models in emergencies
- Role of RCCE in outbreak response

- Case Study: COVID-19 communication failures and successes (WHO global response analysis)

Module 2: Public Health Emergencies & Outbreak Communication

- Epidemic and pandemic communication frameworks
- Early warning communication systems
- Coordination with health authorities
- Crisis escalation messaging strategies
- Case Study: Ebola outbreak communication in West Africa

Module 3: Infodemic Management & Misinformation Control

- Understanding infodemics in digital era
- Identifying misinformation and disinformation
- Fact-checking and rumor management systems
- Social media monitoring tools
- Case Study: COVID-19 vaccine misinformation campaigns

Module 4: Community Engagement & Behavioral Change

- Community-centered communication strategies
- Cultural sensitivity in messaging
- Behavioral science in health communication
- Participatory communication approaches
- Case Study: Polio eradication campaigns in high-risk regions

Module 5: Risk Communication in Vaccination Programs

- Vaccine hesitancy drivers
- Designing pro-vaccine communication campaigns
- Engaging influencers and community leaders
- Addressing myths and fears
- Case Study: HPV vaccination communication strategies

Module 6: Digital Health Communication & Social Media Strategy

- Digital communication ecosystems
- Social media crisis management
- Real-time communication tools
- Content strategy for public health campaigns
- Case Study: Mpox social media response strategies

Module 7: Emergency Preparedness & Crisis Coordination

- National emergency communication frameworks
- Multi-agency coordination systems
- Rapid response communication teams
- Simulation and preparedness drills
- Case Study: COVID-19 emergency coordination systems

Module 8: Monitoring, Evaluation & Adaptive Communication

- Measuring communication effectiveness

- Feedback loops in public health messaging
- Data-driven communication strategies
- Continuous improvement models
- Case Study: WHO communication evaluation during pandemics

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