Risk Communication in Public Health Emergencies 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

Effective risk communication is a critical component of public health emergency preparedness and response. In an era characterized by frequent disease outbreaks, natural disasters, pandemics, and misinformation, public health professionals must be equipped with the skills to communicate clearly, quickly, and confidently. Risk Communication in Public Health Emergencies Training Course provides a comprehensive understanding of risk communication principles, community engagement, crisis management, behavioral insights, and emergency preparedness, using global guidelines from WHO, CDC, and leading public health frameworks to strengthen participants' ability to protect communities during health crises.

Through hands-on case studies, real-world simulations, and practical assignments, participants will learn how to design communication strategies, manage media interactions, counter misinformation, and build community trust during emergencies. The course emphasizes digital communication, risk perception, stakeholder coordination, and public engagement, empowering participants to implement effective communication responses that save lives, mitigate risks, and strengthen resilience. By the end of this training, participants will be well equipped to lead communication efforts in public health emergencies at local, national, and international levels.

Programme Curriculum

Risk Communication in Public Health Emergencies Training Course

Introduction

Effective risk communication is a critical component of public health emergency preparedness and response. In an era characterized by frequent disease outbreaks, natural disasters, pandemics, and misinformation, public health professionals must be equipped with the skills to communicate clearly, quickly, and confidently. Risk

Communication in Public Health Emergencies Training Course provides a comprehensive understanding of risk communication principles, community engagement, crisis management, behavioral insights, and emergency preparedness, using global guidelines from WHO, CDC, and leading public health frameworks to strengthen participants' ability to protect communities during health crises.

Through hands-on case studies, real-world simulations, and practical assignments, participants will learn how to design communication strategies, manage media interactions, counter misinformation, and build community trust during emergencies. The course emphasizes digital communication, risk perception, stakeholder coordination, and public engagement, empowering participants to implement effective communication responses that save lives, mitigate risks, and strengthen resilience. By the end of this training, participants will be well equipped to lead communication efforts in public health emergencies at local, national, and international levels.

Course Duration

10 days

Course Objectives

1. Understand key principles of **risk communication and community engagement (RCCE)**.
2. Analyze **risk perception** and behavioral responses during emergencies.
3. Apply effective strategies for **public health crisis communication**.
4. Manage **rumor tracking and misinformation control**.
5. Develop impactful **emergency communication plans**.
6. Strengthen skills in **media engagement** and press briefings.
7. Implement **digital communication tools** during emergencies.
8. Conduct **stakeholder mapping** and coordination.
9. Facilitate **community engagement** in outbreak response.
10. Apply WHO and CDC RCCE guidelines in real-world settings.
11. Strengthen **leadership and decision-making** during emergencies.
12. Evaluate communication effectiveness through M&E tools.
13. Prepare communication content for **high-risk and vulnerable populations**.

Organizational Benefits

1. Improved emergency preparedness and communication capacity.
2. Strengthened ability to counter misinformation and rumors.
3. Enhanced collaboration with media, partners, and communities.
4. Reliable crisis communication protocols and SOPs.
5. Increased public trust in organizational communication.
6. Better stakeholder engagement during outbreaks.
7. Enhanced staff capability in digital and traditional communication methods.
8. Stronger alignment with WHO/CDC emergency communication standards.
9. Improved emergency response outcomes.

10. Increased organizational credibility and visibility.

Target Audience

1. Public health officers
2. Risk communication specialists
3. Epidemiologists
4. Emergency response managers
5. Health promotion officers
6. Community engagement coordinators
7. NGO and humanitarian program managers
8. Communication and media officers
9. Disaster preparedness teams
10. Health researchers and policy makers

Course Modules

Module 1: Introduction to Risk Communication in Public Health

· Definitions and scope of risk communication

· WHO RCCE framework

· Principles of risk and crisis communication

· Public health emergency typologies

· **Case Study:** COVID-19 global communication challenges

Module 2: Understanding Risk Perception and Behavior

· Psychological models of risk perception

· Factors influencing public response

· Cultural and societal determinants

· Behavioral insights and decision-making

· **Case Study:** Ebola risk perception in West Africa

Module 3: Crisis Communication Planning

· Communication planning process

· Emergency response structures

· Roles and responsibilities

· Tools for crisis communication

· **Case Study:** Communication planning for influenza outbreaks

Module 4: Community Engagement in Emergencies

· Community mobilization strategies

- Working with community health workers
- Building trust during crises
- Participatory approaches
- **Case Study:** Community-led cholera response

Module 5: Media Engagement and Press Communication

- Media relations in emergencies
- Conducting press briefings
- Developing media kits and statements
- Handling difficult questions
- **Case Study:** Media response to measles outbreaks

Module 6: Misinformation, Rumors & Infodemic Management

- Identifying misinformation
- Rumor-tracking tools
- Countering misinformation strategies
- Social media monitoring
- **Case Study:** Managing infodemics during COVID-19

Module 7: Digital and Social Media Communication

- Social media platforms for emergency communication
- Mobile communication strategies
- Digital surveillance tools
- Monitoring online public sentiment
- **Case Study:** mHealth communication in disaster zones

Module 8: Stakeholder Coordination and Partnerships

- Government and NGO coordination
- International health regulations (IHR)
- Partner communication strategies
- Multisectoral collaboration
- **Case Study:** Multi-agency coordination during floods

Module 9: Communication for High-Risk and Vulnerable Populations

- Identifying vulnerable groups
- Tailoring messages for diverse audiences
- Addressing inequalities
- Ethical communication considerations
- **Case Study:** Communication for displaced populations

Module 10: Message Development and Dissemination

- Crafting clear public messages
- Message testing and feedback loops
- Communication channels and segmentation
- Risk message templates
- **Case Study:** Outbreak alert messaging

Module 11: Monitoring & Evaluation of Risk Communication

- Key M&E indicators
- Data collection tools
- Communication effectiveness assessment
- Reporting and learning
- **Case Study:** Evaluating RCCE interventions in cholera outbreaks

Module 12: Leadership in Public Health Emergencies

- Crisis leadership principles
- Decision-making under pressure
- Communication leadership roles
- Building response teams
- **Case Study:** Leadership communication during pandemics

Module 13: Public Health Communication Ethics

- Ethical guidelines for emergency communication
- Transparency and accountability
- Privacy and confidentiality
- Culturally sensitive communication
- **Case Study:** Ethical dilemmas during H1N1 pandemic

Module 14: Communication Technology & Innovation

- AI and digital tools for RCCE
- GIS-based communication mapping
- Early warning systems
- Technology for rapid dissemination
- **Case Study:** Using drones for health message delivery

Module 15: Developing a Comprehensive RCCE Strategy

- Strategy formulation
- Budgeting and resource allocation
- Integration with emergency preparedness plans
- Operationalizing RCCE at national and local levels
- **Case Study:** National RCCE strategy implementation

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