Stigma Reduction Programs 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

Stigma remains one of the biggest barriers to mental health advocacy, HIV prevention, gender equality, disability inclusion, workplace wellness, social justice, and community empowerment. Across healthcare systems, schools, workplaces, humanitarian organizations, and digital communities, discrimination and misinformation continue to fuel exclusion, silence, and unequal access to services. Stigma Reduction Programs Training Course equips participants with practical tools, evidence-based strategies, and inclusive communication techniques to design and implement impactful stigma reduction interventions that promote diversity, equity, inclusion (DEI), psychosocial support, behavioral change communication, trauma-informed care, and human rights-based programming.

The course integrates modern approaches in community engagement, digital advocacy, safeguarding, emotional intelligence, anti-discrimination policy development, social behavior change (SBC), mental health awareness, public health communication, and leadership for inclusion. Participants will gain hands-on skills to address stigma in healthcare, education, workplaces, humanitarian settings, and marginalized populations using participatory methods, data-driven decision-making, and real-world case studies. The training emphasizes sustainable impact, measurable outcomes, and culturally responsive interventions aligned with global development priorities and Sustainable Development Goals (SDGs).

Programme Curriculum

Stigma Reduction Programs Training Course

Introduction

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Course Objectives

By the end of this training, participants will be able to:

1. Understand the concepts, drivers, and impacts of social stigma, discrimination, and exclusion.
2. Apply behavior change communication (BCC) strategies to reduce stigma in communities and institutions.
3. Design inclusive DEI-focused interventions for vulnerable and marginalized populations.
4. Promote mental health awareness and psychosocial resilience in diverse settings.
5. Strengthen community engagement and participatory advocacy campaigns.
6. Develop effective anti-stigma communication and storytelling techniques using digital platforms.
7. Integrate human rights-based approaches into stigma reduction programming.
8. Address stigma related to HIV/AIDS, disability, gender, sexual orientation, mental health, and chronic illnesses.
9. Enhance leadership, emotional intelligence, empathy, and conflict resolution skills.
10. Develop organizational policies that support workplace inclusion and safeguarding practices.
11. Use data analytics, monitoring, evaluation, and impact assessment tools for stigma reduction initiatives.
12. Build strategic partnerships for social inclusion, advocacy, and sustainable development.
13. Create actionable community outreach and awareness campaigns using innovative and digital engagement tools.

Target Audience

1. Public health professionals and healthcare workers
2. NGO, CBO, and humanitarian organization staff
3. Social workers and counselors
4. Human resource and workplace wellness officers
5. Teachers, trainers, and education professionals
6. Community leaders, faith leaders, and youth advocates
7. Gender, disability, and inclusion specialists
8. Government officers and policy makers involved in social development programs

Course Modules

Module 1: Foundations of Stigma and Discrimination

- Understanding stigma, prejudice, and bias
- Types of stigma: social, structural, self-stigma, institutional
- Root causes of discrimination and exclusion
- Impacts on health, education, employment, and wellbeing
- Global trends in stigma reduction and inclusion
- **Case Study:** Reducing HIV-related stigma through community dialogue and peer support networks in urban communities.

Module 2: Mental Health and Psychosocial Support

- Mental health literacy and awareness
- Trauma-informed care approaches
- Psychological first aid and emotional resilience
- Burnout prevention and staff wellbeing
- Building supportive and inclusive environments
- **Case Study:** Mental health support programs for frontline healthcare workers during public health emergencies.

Module 3: Diversity, Equity, and Inclusion (DEI)

- Principles of diversity and inclusion
- Gender equality and social justice
- Disability inclusion and accessibility standards
- LGBTQ+ inclusion and rights awareness
- Inclusive leadership and workplace culture
- **Case Study:** Creating inclusive workplace policies that improve employee wellbeing and retention.

Module 4: Communication and Behavior Change Strategies

- Strategic communication for stigma reduction
- Social behavior change communication (SBCC)
- Digital advocacy and social media campaigns
- Storytelling and community mobilization
- Countering misinformation and harmful narratives
- **Case Study:** Using digital campaigns to reduce mental health stigma among youth populations.

Module 5: Community Engagement and Advocacy

- Participatory community engagement methods
- Stakeholder mapping and partnership building
- Advocacy planning and policy influence
- Grassroots mobilization techniques
- Cultural sensitivity and local ownership
- **Case Study:** Community-led anti-discrimination campaigns improving service uptake among vulnerable groups.

Module 6: Human Rights and Safeguarding

- Human rights-based programming
- Ethical considerations and confidentiality

- Child protection and safeguarding principles
- Protection from gender-based violence (GBV)
- Legal frameworks against discrimination
- **Case Study:** Strengthening safeguarding systems in schools and community centers to protect vulnerable children.

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

- Developing indicators for stigma reduction
- Data collection and impact measurement
- Qualitative and quantitative assessment tools
- Learning, adaptation, and reporting systems
- Evidence-based decision making
- **Case Study:** Evaluating the effectiveness of anti-stigma awareness campaigns using community feedback tools.

Module 8: Action Planning and Sustainable Programming

- Designing sustainable stigma reduction projects
- Resource mobilization and donor engagement
- Leadership and change management
- Risk assessment and mitigation strategies
- Developing organizational action plans
- **Case Study:** Scaling up a successful community inclusion initiative through multi-sector partnerships.

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