Survey Design in Public 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

In today’s data-driven healthcare ecosystem, Survey Design in Public Health has become a critical competency for professionals seeking to generate actionable evidence, improve health systems, and support policy development. Survey Design in Public Health Training Course equips participants with advanced skills in public health data collection, epidemiological survey methods, digital health research, health needs assessment, community-based research, monitoring and evaluation (M&E), evidence-based decision-making, and health informatics. Participants will learn how to design scientifically sound surveys that address emerging global health priorities such as pandemic preparedness, maternal and child health, non-communicable diseases (NCDs), health equity, climate-sensitive health risks, vaccination coverage, and universal health coverage (UHC).

The course integrates modern methodologies and innovative technologies including mobile data collection, AI-assisted analytics, GIS mapping, real-time health surveillance, mixed-methods research, behavioral health analysis, and digital epidemiology. Through practical exercises, real-world case studies, and hands-on survey simulations, participants will develop competencies in questionnaire development, sampling techniques, ethical research standards, data quality assurance, statistical interpretation, stakeholder engagement, and impact evaluation. This training is ideal for organizations and professionals seeking to strengthen public health intelligence, program effectiveness, donor reporting, and sustainable healthcare interventions.

Programme Curriculum

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Course Duration

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Course Objectives

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

1. Understand modern principles of public health survey design and epidemiological research.
2. Develop high-impact digital data collection tools and smart questionnaires.
3. Apply advanced sampling methodologies and population health analytics.
4. Conduct community health assessments and behavioral health surveys.
5. Integrate AI-powered data analysis and real-time reporting systems.
6. Design surveys aligned with Sustainable Development Goals (SDGs) and Universal Health Coverage (UHC).
7. Implement ethical standards in health research governance and data privacy compliance.
8. Use GIS and geospatial mapping technologies for health surveillance.
9. Improve monitoring, evaluation, accountability, and learning (MEAL) systems.
10. Analyze health inequities, gender-sensitive data, and vulnerable populations.
11. Develop evidence for policy advocacy, donor reporting, and strategic planning.
12. Strengthen pandemic preparedness and outbreak response surveys.
13. Produce actionable insights using data visualization, dashboards, and predictive analytics.

Target Audience

1. Public Health Officers
2. Monitoring & Evaluation Specialists
3. Epidemiologists and Researchers
4. NGO and Humanitarian Program Staff
5. Healthcare Administrators and Managers
6. Government Health Officials and Policy Makers
7. Data Analysts and Health Information Officers
8. University Researchers and Graduate Students

Course Modules

Module 1: Foundations of Public Health Survey Design

- Principles of public health research
- Types of health surveys
- Survey lifecycle management
- Quantitative vs qualitative approaches
- Public health indicators and metrics
- **Case Study: COVID-19 Community Surveillance Survey** – Designing rapid response surveys for outbreak monitoring.

Module 2: Questionnaire Development and Digital Data Collection

- Designing structured questionnaires
- Mobile and cloud-based survey tools
- Question logic and skip patterns
- Pilot testing and validation
- Reducing survey bias
- **Case Study: Maternal Health Digital Survey** using KoboToolbox and ODK platforms.

Module 3: Sampling Techniques and Population Representation

- Probability and non-probability sampling
- Cluster and stratified sampling
- Sample size determination
- Hard-to-reach population sampling
- Sampling error reduction
- **Case Study: National Immunization Coverage Survey** using multistage cluster sampling.

Module 4: Ethics, Data Privacy, and Research Compliance

- Informed consent procedures
- Health research ethics review
- Data protection and confidentiality
- Ethical issues in vulnerable populations
- International compliance standards
- **Case Study: HIV/AIDS Behavioral Survey Ethics Review** in marginalized communities.

Module 5: Data Quality Assurance and Monitoring

- Data verification and validation
- Quality control mechanisms
- Real-time monitoring dashboards
- Field supervision strategies
- Error detection and correction
- **Case Study: Nutrition Assessment Survey Quality Audit** in rural health programs.

Module 6: Data Analysis, Visualization, and Interpretation

- Descriptive and inferential statistics
- Health data visualization techniques
- Dashboard and reporting tools
- AI-assisted public health analytics

- Translating findings into policy recommendations
- **Case Study: Non-Communicable Disease (NCD) Risk Factor Survey Analysis** using SPSS/Power BI.

Module 7: GIS Mapping and Digital Epidemiology

- GIS fundamentals for health surveys
- Spatial data collection
- Disease hotspot mapping
- Geospatial health analytics
- Digital surveillance systems
- **Case Study: Malaria Prevalence Mapping Project** using GIS technology.

Module 8: Monitoring, Evaluation, and Impact Assessment

- Designing M&E frameworks
- Key performance indicators (KPIs)
- Impact evaluation methodologies
- Results-based management
- Donor and stakeholder reporting
- **Case Study: Child Vaccination Program Impact Evaluation** for donor-funded interventions.

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