

Public Health Advocacy Campaigns 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

Public Health Advocacy Campaigns Training Course to equip participants with advanced competencies in strategic health communication, behavioral change advocacy, stakeholder engagement, and evidence-based public health messaging. In an era driven by digital health transformation, social determinants of health, and global health security, effective advocacy is essential for influencing decision-makers and improving population health outcomes.

This program integrates modern approaches such as data-driven advocacy, community mobilization, risk communication, and digital public health campaigning. Participants will learn how to design and implement impactful campaigns that address pressing issues such as HIV/AIDS, malaria, maternal health, non-communicable diseases (NCDs), mental health awareness, vaccination uptake, and climate-health intersections. The course emphasizes real-world application through case studies, simulations, and campaign design labs aligned with global best practices.

Programme Curriculum

Public Health Advocacy Campaigns Training Course

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Training Objectives

1. Understand principles of public health advocacy and policy influence
2. Design evidence-based health communication strategies
3. Apply behavior change communication (BCC) frameworks
4. Develop digital advocacy campaigns using social media analytics
5. Strengthen community engagement and grassroots mobilization
6. Analyze social determinants of health (SDOH) in campaign design
7. Build skills in stakeholder mapping and coalition building
8. Integrate health equity and inclusion strategies
9. Utilize data visualization for advocacy storytelling
10. Implement risk communication during health emergencies
11. Promote vaccination and preventive health uptake strategies
12. Evaluate campaign impact using monitoring and evaluation (M&E) tools
13. Develop leadership in global health advocacy and policy change

Target Audience

1. Public Health Officers and Epidemiologists
2. NGO and Humanitarian Health Workers
3. Health Communication Specialists
4. Community Health Volunteers (CHVs)
5. Policy Makers and Government Health Officials
6. Medical and Nursing Professionals
7. Development Partners and Donor Agencies
8. University Students in Public Health and Social Sciences

Course Modules

Module 1: Foundations of Public Health Advocacy

- Principles of advocacy in global health
- Health systems and policy influence
- Advocacy vs. awareness campaigns
- Ethics in public health messaging
- Power dynamics in health decision-making
- **Case Study:** HIV/AIDS advocacy movements in sub-Saharan Africa and policy change outcomes

Module 2: Strategic Health Communication

- Designing communication frameworks

- Audience segmentation strategies
- Message framing and persuasion techniques
- Cultural sensitivity in messaging
- Media engagement strategies
- **Case Study:** COVID-19 public communication campaigns and vaccine uptake improvement

Module 3: Digital Advocacy and Social Media Campaigns

- Social media for public health influence
- Viral campaign design principles
- Influencer engagement in health promotion
- Hashtag activism in health campaigns
- Digital analytics and performance tracking
- **Case Study:** #EndPolioNow global digital campaign

Module 4: Behavior Change Communication (BCC)

- Theories of behavior change (COM-B, Health Belief Model)
- Designing nudges for health behavior
- Community behavior diagnostics
- Communication for risk reduction
- Sustainability of behavior change programs
- **Case Study:** Handwashing campaigns reducing cholera outbreaks

Module 5: Stakeholder Engagement & Coalition Building

- Identifying key stakeholders
- Multi-sectoral collaboration strategies
- Public-private partnerships in health advocacy
- Negotiation and influence skills
- Advocacy network development
- **Case Study:** Tobacco control coalition and global policy enforcement

Module 6: Data-Driven Advocacy & Health Analytics

- Using health data for advocacy
- Dashboard creation and visualization
- GIS mapping in public health
- Monitoring misinformation trends
- Evidence-based decision-making
- **Case Study:** Malaria elimination tracking using data dashboards in East Africa

Module 7: Crisis Communication & Emergency Advocacy

- Risk communication during outbreaks
- Managing misinformation and infodemics
- Emergency response messaging
- Community trust building
- Media crisis management strategies
- **Case Study:** Ebola outbreak communication strategies in West Africa

Module 8: Campaign Design, Implementation & Evaluation

- Campaign planning frameworks
- Resource mobilization strategies
- Implementation roadmaps
- Monitoring & Evaluation (M&E) tools
- Impact assessment and reporting
- **Case Study:** Maternal health awareness campaign improving antenatal care attendance

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.com 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
07 Sep 2026	11 Sep 2026	Physical	\$1,500
14 Sep 2026	18 Sep 2026	Physical	\$1,500
21 Sep 2026	25 Sep 2026	Physical	\$1,500
28 Sep 2026	02 Oct 2026	Physical	\$1,500
05 Oct 2026	09 Oct 2026	Physical	\$1,500
12 Oct 2026	16 Oct 2026	Physical	\$1,500
19 Oct 2026	23 Oct 2026	Physical	\$1,500
26 Oct 2026	30 Oct 2026	Physical	\$1,500

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

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