

Public Health Program Design 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 Program Design is a strategic and evidence-based discipline focused on developing, implementing, and evaluating impactful health interventions that improve population health outcomes. In today's rapidly evolving global health landscape, there is increasing demand for data-driven planning, health systems strengthening, disease prevention strategies, and community-centered interventions. Public Health Program Design Training Course equips participants with practical and analytical skills to design scalable, sustainable, and equity-focused public health programs aligned with global priorities such as Universal Health Coverage (UHC), Sustainable Development Goals (SDGs), and health equity frameworks.

The course integrates modern approaches such as digital health innovation, epidemiological surveillance, behavioral health science, and results-based management to ensure participants can respond effectively to emerging health challenges including pandemics, non-communicable diseases (NCDs), and climate-related health risks. Through a blend of theory, applied case studies, and hands-on program design exercises, learners will gain the competence to develop high-impact interventions that are measurable, cost-effective, and community-responsive.

Programme Curriculum

Public Health Program Design Training Course

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Course Objectives

1. Apply public health planning frameworks in program design
2. Conduct community health needs assessments using data analytics
3. Develop evidence-based intervention strategies
4. Strengthen health systems capacity building approaches
5. Integrate epidemiology and biostatistics into program planning
6. Design behavior change communication (BCC) strategies
7. Apply Monitoring, Evaluation, Accountability and Learning (MEAL) systems
8. Incorporate digital health and mHealth innovations
9. Align programs with SDGs and UHC targets
10. Develop resource mobilization and budgeting plans
11. Implement risk management and outbreak preparedness strategies
12. Enhance stakeholder engagement and community participation models
13. Improve program scalability, sustainability, and impact measurement

Target Audience

- Public health professionals
- NGO and humanitarian workers
- Ministry of Health officials
- Epidemiologists and health researchers
- Program managers and coordinators
- Community health workers supervisors
- Development partners and donors
- Graduate students in public health and global health

Course Modules

Module 1: Foundations of Public Health Program Design

- Principles of public health programming
- Health systems structure and functions
- Equity and social determinants of health
- Program logic models and theory of change
- **Case Study:** WHO immunization program design in low-income settings

Module 2: Community Health Needs Assessment

- Quantitative and qualitative assessment methods
- Data collection tools and techniques
- Community profiling and segmentation
- Prioritization of health needs
- **Case Study:** Malaria burden mapping in Sub-Saharan Africa

Module 3: Epidemiology for Program Design

- Disease surveillance systems
- Outbreak investigation methods
- Risk factor analysis
- Data interpretation for decision-making
- **Case Study:** COVID-19 surveillance system adaptation

Module 4: Intervention Planning and Strategy Development

- Designing evidence-based interventions
- Health promotion strategies
- Behavioral change models (COM-B, Health Belief Model)
- Multi-sectoral collaboration approaches
- **Case Study:** HIV prevention program among youth populations

Module 5: Monitoring, Evaluation & Learning (MEAL)

- Indicator development and tracking
- Results-based management frameworks
- Data quality assurance systems
- Adaptive learning cycles
- **Case Study:** Maternal health program evaluation in East Africa

Module 6: Digital Health & Innovation

- mHealth and telemedicine applications
- Electronic health records systems
- AI and predictive analytics in public health
- Digital data visualization tools
- **Case Study:** Mobile health vaccination tracking system

Module 7: Financing and Resource Mobilization

- Budget development and cost-effectiveness analysis
- Donor mapping and proposal writing
- Public-private partnerships (PPPs)
- Grant management systems
- **Case Study:** Global Fund HIV/AIDS financing model

Module 8: Implementation, Scale-up & Sustainability

- Program rollout strategies
- Stakeholder engagement frameworks
- Risk management in health programs
- Sustainability planning and transition models

- **Case Study:** Scaling community health worker programs in Rwanda

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	Online	\$1,500
14 Sep 2026	18 Sep 2026	Online	\$1,500

Start Date	End Date	Location	Price
21 Sep 2026	25 Sep 2026	Online	\$1,500
28 Sep 2026	02 Oct 2026	Online	\$1,500
05 Oct 2026	09 Oct 2026	Online	\$1,500
12 Oct 2026	16 Oct 2026	Online	\$1,500
19 Oct 2026	23 Oct 2026	Online	\$1,500
26 Oct 2026	30 Oct 2026	Online	\$1,500

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

Register Online Now

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