Advocacy And Social Change Communication Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's rapidly evolving development landscape, Advocacy and Social Change Communication (ASCC) has become a powerful approach for influencing policies, transforming social norms, strengthening citizen engagement, and driving sustainable development outcomes. Governments, civil society organizations, development agencies, media institutions, and community leaders increasingly rely on evidence-based advocacy, strategic communication, digital campaigning, behavior change communication, stakeholder engagement, policy influence, and social mobilization to address complex social challenges. Advocacy And Social Change Communication Training Course equips participants with the practical knowledge, tools, and strategies required to design and implement impactful advocacy and communication interventions that create measurable social change.

The course combines contemporary theories, practical frameworks, and real-world experiences to strengthen participants' capacity in digital advocacy, social media campaigns, policy advocacy, strategic storytelling, community engagement, public relations, data-driven communication, citizen participation, social accountability, gender-responsive communication, climate advocacy, and social impact measurement. Through interactive learning, case studies, simulations, and hands-on exercises, participants will develop actionable skills to influence decision-makers, mobilize communities, build strategic partnerships, and achieve transformative social outcomes.

Programme Curriculum

Advocacy And Social Change Communication Training Course

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Course Duration

5 days

Course Objectives

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

1. Design effective advocacy strategies for policy and social change.
2. Apply digital advocacy and online campaigning techniques.
3. Develop impactful social behavior change communication (SBCC) interventions.
4. Utilize strategic communication planning frameworks.
5. Conduct stakeholder mapping and engagement for advocacy initiatives.
6. Create compelling storytelling and content marketing campaigns.
7. Leverage social media analytics and audience insights for campaign optimization.
8. Implement evidence-based advocacy using research and data.
9. Strengthen community mobilization and citizen participation processes.
10. Design gender-transformative and inclusive communication strategies.
11. Manage media relations and public affairs communication effectively.
12. Measure social impact, campaign performance, and advocacy outcomes.
13. Develop integrated policy influence and social accountability frameworks.

Target Audience

1. Advocacy and Campaign Officers
2. Communication and Public Relations Professionals
3. Civil Society Organization (CSO) Staff
4. NGO and Development Practitioners
5. Government Communication Officers
6. Community Development Facilitators
7. Media and Journalism Professionals
8. Social Entrepreneurs and Change Makers

Course Modules

Module 1: Foundations of Advocacy and Social Change Communication

- Concepts and principles of advocacy
- Social change communication frameworks
- Theory of Change and results-based approaches
- Advocacy cycle and strategic planning
- Ethical considerations in advocacy
- Case Study: Global Tobacco Control Advocacy Campaign

Module 2: Policy Advocacy and Influence

- Understanding public policy processes
- Policy analysis and policy briefs
- Legislative advocacy techniques
- Evidence-based policy influence
- Building coalitions and alliances
- Case Study: The Sustainable Development Goals (SDGs) Advocacy Movement

Module 3: Strategic Communication Planning

- Communication needs assessment
- Audience segmentation and profiling
- Message development and framing
- Communication channels selection
- Campaign planning and implementation
- Case Study: COVID-19 Risk Communication Campaigns

Module 4: Digital Advocacy and Social Media Campaigning

- Digital advocacy ecosystem
- Social media campaign design
- Influencer engagement strategies
- Content creation and storytelling
- Analytics and performance tracking
- Case Study: MeToo Movement-Digital activism and global social change.

Module 5: Community Mobilization and Citizen Engagement

- Participatory communication approaches
- Grassroots mobilization techniques
- Community dialogue facilitation
- Social accountability mechanisms
- Citizen-led advocacy initiatives
- Case Study: Community-Led Total Sanitation (CLTS): Mobilizing communities for behavioral transformation.

Module 6: Media Advocacy and Public Relations

- Media engagement strategies
- Press releases and media kits
- Crisis communication management
- Public affairs and reputation management

- Building media partnerships
- Case Study: Road Safety Advocacy Campaigns: Using media to influence public behavior and policy.

Module 7: Gender, Inclusion, and Behavior Change Communication

- Gender-responsive communication
- Inclusive advocacy approaches
- Social norms transformation
- Behavior change theories and models
- Safeguarding and ethical communication
- Case Study: Girls' Education Advocacy Programs: Addressing barriers through communication and community engagement.

Module 8: Monitoring, Evaluation, Learning, and Impact Measurement

- Advocacy monitoring frameworks
- Communication performance indicators
- Outcome harvesting techniques
- Impact assessment methodologies
- Learning, adaptation, and reporting
- Case Study: Climate Change Advocacy Initiatives: Measuring influence and social impact across stakeholders.

Training Methodology

- 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