Communication During Public Health Emergencies 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

Effective communication during public health emergencies is a critical pillar in safeguarding populations, managing risk perception, and ensuring rapid response coordination. In an era of pandemics, epidemics, climate-related disasters, and biological threats, governments and health organizations must deploy risk communication, crisis communication, and emergency health messaging strategies that are timely, transparent, and trusted. Communication During Public Health Emergencies Training Course equips participants with advanced competencies in strategic health communication, infodemic management, and behavior change communication (BCC) to improve public trust and compliance during emergencies.

The course emphasizes modern challenges such as misinformation, disinformation, social media virality, and digital rumor control within the context of global health security. Participants will learn how to design and deliver real-time emergency messaging systems, engage communities effectively, and coordinate with stakeholders including media, healthcare systems, and humanitarian organizations. By integrating WHO communication frameworks, One Health approaches, and digital crisis communication tools, the course builds strong capacity for managing communication in high-pressure, rapidly evolving public health crises.

Programme Curriculum

Communication During Public Health Emergencies Training Course

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Course Duration

5 days

Course Objectives

1. Understand principles of public health emergency communication strategy
2. Apply risk communication and community engagement (RCCE) frameworks
3. Develop effective crisis communication messaging systems
4. Manage misinformation and infodemic control strategies
5. Design emergency health communication plans
6. Strengthen behavior change communication (BCC) techniques
7. Utilize digital media for outbreak communication
8. Coordinate multi-agency emergency communication response
9. Build trust through transparent health messaging
10. Implement social media crisis communication strategies
11. Apply WHO epidemic communication guidelines
12. Enhance stakeholder communication in health emergencies
13. Evaluate effectiveness of public health messaging campaigns

Target Audience

1. Public health officers
2. Health communication specialists
3. Emergency response coordinators
4. NGO and humanitarian workers
5. Epidemiologists and surveillance officers
6. Government health ministry staff
7. Media and journalism professionals covering health
8. Community health workers and outreach teams

Course Modules

Module 1: Foundations of Public Health Emergency Communication

- Principles of emergency communication
- Role of communication in outbreak control
- Trust-building in crisis settings
- Communication lifecycle in emergencies
- Ethical communication in health crises
- **Case Study:** COVID-19 global communication strategies and lessons learned

Module 2: Risk Communication and RCCE Frameworks

- WHO RCCE model
- Audience segmentation and perception analysis
- Message framing techniques
- Cultural sensitivity in messaging
- Feedback loop systems
- **Case Study:** Ebola outbreak RCCE response in West Africa

Module 3: Infodemic Management & Misinformation Control

- Identifying misinformation sources
- Social media monitoring tools
- Fact-checking systems
- Digital rumor tracking
- Public correction strategies
- **Case Study:** COVID-19 vaccine misinformation management

Module 4: Crisis Communication Strategy Development

- Crisis communication planning
- Spokesperson training
- Press briefing structures
- Rapid response messaging
- Communication escalation protocols
- **Case Study:** H1N1 influenza communication response

Module 5: Digital & Social Media Communication in Emergencies

- Platform-specific communication strategies
- Viral content risk management
- Real-time updates systems
- Community engagement online
- Influencer collaboration in health messaging
- **Case Study:** Monkeypox (Mpox) social media communication response

Module 6: Community Engagement & Behavior Change Communication

- Community trust building
- Local leadership engagement
- Cultural adaptation strategies
- Participatory communication models
- Feedback-driven communication improvement
- **Case Study:** Polio eradication campaigns in endemic regions

Module 7: Multi-Stakeholder Coordination in Emergencies

- Government–NGO coordination models
- Media collaboration frameworks
- Inter-agency communication systems
- Data sharing protocols
- Unified messaging strategies

- **Case Study:** COVID-19 national task force communication coordination

Module 8: Monitoring, Evaluation & Communication Impact Assessment

- Communication KPI development
- Sentiment analysis tools
- Feedback and adaptation systems
- Survey and field assessment methods
- Reporting and accountability structures
- **Case Study:** Cholera outbreak communication evaluation in humanitarian settings

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