Communication of Research Findings to Non-Experts Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In an era marked by growing social awareness, inclusivity, and evidence-based policy-making, researching sensitive topics—such as gender identity, trauma, mental health, human rights, and social inequality—demands rigorous methodology, ethical responsibility, and clear, compassionate communication. Communicating such findings effectively to non-expert audiences—including policymakers, media, communities, and the general public—is crucial for impact, action, and empathy. Communication of Research Findings to Non-Experts Training Course equips researchers, journalists, NGOs, and communicators with the tools to handle sensitive data ethically, and translate findings into accessible, culturally appropriate, and emotionally intelligent narratives.

By combining communication strategy, data interpretation, ethical research, and storytelling, participants will learn to bridge the gap between academia and the public. The course emphasizes practical communication frameworks, stakeholder engagement, and real-world applications through case studies, simulations, and guided feedback. This training prepares participants to build trust, counter misinformation, and drive positive social change through transparent, trauma-informed, and inclusive communication.

Programme Curriculum

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Course Objectives

1. Understand ethical frameworks for researching sensitive topics
2. Identify and navigate cultural and emotional sensitivities in research
3. Design research methodologies that ensure inclusivity and trust
4. Analyze and interpret data with a trauma-informed lens
5. Develop accessible and engaging research narratives
6. Tailor research findings for diverse non-expert audiences
7. Leverage data storytelling to create emotional resonance
8. Utilize visuals, infographics, and multimedia for clarity and empathy
9. Practice responsible knowledge translation for public engagement
10. Apply crisis communication principles in sharing findings
11. Address ethical risks and unintended consequences in communication
12. Use real-life case studies to model effective dissemination
13. Build confidence to present research via social media, public forums, and policy briefs

Target Audience

1. Academic Researchers
2. Journalists and Media Professionals
3. Policy Advisors and Think Tanks
4. NGO and Human Rights Workers
5. Social Scientists and Anthropologists
6. Public Health Communicators
7. Community-Based Researchers
8. Government and Civic Engagement Officers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Sensitive Topics in Research

- Defining sensitive research areas and their implications
- Understanding ethical and cultural boundaries
- Recognizing vulnerable populations in study designs
- Bias mitigation in sensitive topic selection
- Consent and transparency in sensitive settings
- **Case Study**: Conducting fieldwork in post-conflict communities

Module 2: Ethical Frameworks and Protocols

- Key ethical standards (e.g., Belmont Report, Helsinki Declaration)
- Institutional Review Board (IRB) and ethics committee navigation
- Managing participant distress and emotional harm
- Developing trauma-informed protocols

- Handling confidentiality and data protection
- **Case Study**: Ethics of interviewing survivors of violence

Module 3: Designing Inclusive and Trustworthy Methodologies

- Culturally responsive research design
- Co-creation with marginalized communities
- Intersectionality in research planning
- Dealing with stigma and taboo in research
- Language, tone, and framing considerations
- **Case Study**: Gender-sensitive research in conservative settings

Module 4: Data Analysis with Empathy

- Trauma-informed data coding and analysis
- Identifying implicit bias in interpretation
- Protecting anonymity in qualitative outputs
- Using qualitative tools (NVivo, Atlas.ti) responsibly
- Reducing extractive research practices
- **Case Study**: Mental health narratives and anonymization

Module 5: Communication Strategies for Non-Experts

- Simplifying complex research findings
- Framing messages with clarity and purpose
- Avoiding jargon and academic elitism
- Emotional intelligence in delivery
- Adapting tone for various demographics
- **Case Study**: Presenting child abuse statistics to parents

Module 6: Storytelling with Data

- The role of narrative in sensitive communication
- Building empathy through personal stories
- Creating visual data that tells a human story
- Voice and representation in story construction
- Story ethics: whose story is it to tell?
- **Case Study**: Personal stories in sexual health awareness campaigns

Module 7: Tools for Multimedia and Public Engagement

- Data visualization tools (Canva, Flourish, Tableau)
- Crafting infographics and social media visuals
- Podcasting and short videos for dissemination
- Writing blog posts, op-eds, and policy briefs
- Engaging with hostile or skeptical audiences
- **Case Study**: Using Instagram to communicate refugee narratives

Module 8: Risk Mitigation and Impact Evaluation

- Crisis communication strategies
- Anticipating misinterpretation or misuse of data
- Measuring public understanding and feedback
- Monitoring real-time reactions and correcting misinformation
- Reporting back to participants and stakeholders
- **Case Study**: Releasing sensitive gender data in politically tense regions

Training Methodology

- **Interactive lectures** with real-world examples
- **Role-play and scenario simulations** to handle difficult situations
- **Peer reviews and collaborative feedback** on presentations
- **Live demonstrations** of communication tools and storytelling
- **Case study analysis** with discussion forums

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

Start Date	End Date	Location	Price
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