Health Campaign 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

Health Campaign Design Training is a cutting-edge capacity-building program focused on equipping professionals with advanced skills in public health communication, behavior change strategies, digital health marketing, and evidence-based campaign planning. In today's rapidly evolving global health landscape, the ability to design impactful, data-driven, and culturally responsive health campaigns is essential for improving health outcomes, increasing awareness, and influencing positive behavioral change at scale. Health Campaign Design Training Course integrates modern methodologies such as social and behavior change communication (SBCC), human-centered design, health informatics, and digital media strategy to ensure participants can develop high-impact campaigns that resonate with diverse populations.

The course is structured to meet global standards in health promotion, epidemic preparedness communication, community engagement, and integrated health messaging systems. Participants will learn how to design campaigns that address pressing health challenges such as infectious diseases, non-communicable diseases, maternal health, mental health awareness, and emergency response communication. By combining strategic planning, creative messaging, and data analytics, this training empowers professionals to lead transformational health communication initiatives that are scalable, sustainable, and results-driven in both local and global contexts.

Programme Curriculum

Health Campaign Design Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Develop expertise in health campaign strategy design and implementation
2. Apply behavior change communication (BCC) frameworks effectively
3. Utilize data-driven health communication analytics
4. Design multi-channel digital health campaigns
5. Strengthen skills in public health advocacy and messaging
6. Integrate social media health marketing strategies
7. Build capacity in community engagement and participation models
8. Apply human-centered design in health promotion
9. Strengthen epidemic and outbreak communication planning
10. Develop culturally sensitive health messaging systems
11. Use monitoring and evaluation (M&E) frameworks for campaigns
12. Enhance skills in risk communication and crisis messaging
13. Build leadership in global health communication innovation

Target Audience

1. Public Health Officers
2. Health Communication Specialists
3. NGO and Humanitarian Workers
4. Government Health Policy Makers
5. Media and Communication Professionals
6. Community Health Workers
7. Epidemiologists and Health Researchers
8. Development Program Managers

Course Modules

Module 1: Foundations of Health Campaign Design

- Principles of health communication and promotion
- Understanding behavior change theories (HBM, TPB, COM-B)
- Audience segmentation and profiling

- Setting SMART campaign objectives
- Strategic planning frameworks
- **Case Study:** COVID-19 global awareness campaigns and vaccination uptake strategies

Module 2: Behavior Change Communication (BCC) Strategies

- Drivers of human behavior in health decisions
- Designing persuasive health messages
- Psychological triggers and nudging techniques
- Cultural adaptation of health messaging
- Community feedback integration
- **Case Study:** HIV/AIDS awareness campaigns in Sub-Saharan Africa

Module 3: Digital Health Campaigns & Social Media Strategy

- Health messaging for digital platforms
- Social media algorithm optimization for reach
- Influencer engagement in public health
- Content creation for mobile-first audiences
- Viral health campaign design
- **Case Study:** WHO “MythBusters” COVID-19 digital campaign

Module 4: Data Analytics for Health Campaigns

- Health data collection and interpretation
- Audience insights using analytics tools
- Campaign performance tracking dashboards
- Data visualization for decision-making
- Predictive analytics in health trends
- **Case Study:** Malaria prevention data-driven interventions in Kenya

Module 5: Community Engagement & Participatory Communication

- Community mobilization techniques
- Stakeholder mapping and engagement
- Participatory communication approaches
- Grassroots advocacy models
- Trust-building in vulnerable communities
- **Case Study:** Polio eradication community mobilization in Nigeria

Module 6: Risk Communication & Crisis Messaging

- Emergency health communication frameworks
- Outbreak response messaging strategies
- Misinformation and disinformation control
- Rapid response communication systems
- Public trust management
- **Case Study:** Ebola outbreak communication strategies in West Africa

Module 7: Campaign Monitoring, Evaluation & Impact Assessment

- Designing M&E frameworks for health campaigns

- KPIs and performance measurement tools
- Real-time campaign tracking systems
- Impact evaluation methodologies
- Reporting and accountability systems
- **Case Study:** Maternal health improvement campaigns in India

Module 8: Innovation in Health Communication

- AI and automation in health messaging
- Gamification in health promotion
- Virtual reality and immersive awareness campaigns
- Mobile health (mHealth) applications
- Future trends in global health communication
- **Case Study:** Digital mental health awareness platforms in Europe

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.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