Health Literacy Programs 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 literacy is a critical pillar of modern public health systems, empowering individuals and communities to access, understand, evaluate, and use health information effectively. In the era of digital health transformation, Universal Health Coverage (UHC), and SDG 3 (Good Health and Well-being), health literacy programs play a vital role in reducing health disparities, improving patient outcomes, and strengthening preventive healthcare systems. Health Literacy Programs Training Course equips participants with advanced competencies in community health education, patient engagement, digital health communication, and evidence-based health promotion strategies.

The course is designed to build strong capacity in delivering scalable and inclusive health literacy interventions, enabling healthcare workers, educators, and community leaders to address misinformation, improve health-seeking behavior, and promote informed decision-making. With a focus on health equity, behavioral change communication (BCC), and patient-centered care, participants will gain practical skills to implement impactful health literacy programs across diverse populations and healthcare settings.

Programme Curriculum

Health Literacy Programs Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Strengthen health literacy competency frameworks for public health systems
2. Improve patient empowerment and self-care management skills
3. Enhance digital health communication and eHealth literacy
4. Promote community-based health education strategies
5. Develop skills in behavior change communication (BCC) for health outcomes
6. Build capacity in risk communication and health misinformation management
7. Strengthen patient-centered care and shared decision-making
8. Integrate SDG 3-aligned health promotion interventions
9. Improve maternal and child health literacy outcomes
10. Advance non-communicable disease (NCD) prevention literacy
11. Strengthen public health advocacy and awareness campaigns
12. Enhance culturally responsive health education delivery
13. Support implementation of universal health coverage (UHC) literacy strategies

Target Audience

1. Public health professionals
2. Community health workers
3. Nurses and clinical staff
4. Health educators and trainers
5. NGO and humanitarian workers
6. Policy makers and health administrators
7. School and university health educators
8. Digital health communication specialists

Course Modules

Module 1: Foundations of Health Literacy

- Concepts of health literacy and global frameworks
- Determinants of health literacy in communities
- Role in SDG 3 and UHC
- Measuring health literacy levels
- Case Study: Low health literacy and hospital readmission rates in chronic disease patients

Module 2: Digital Health Literacy & eHealth Systems

- Understanding eHealth ecosystems
- Mobile health (mHealth) applications
- Digital divide and accessibility challenges

- Online health information evaluation
- Case Study: Use of SMS health campaigns improving maternal care attendance

Module 3: Patient-Centered Communication

- Shared decision-making models
- Active listening techniques in healthcare
- Simplifying medical jargon
- Cultural sensitivity in communication
- Case Study: Improving diabetes adherence through patient education redesign

Module 4: Community Health Education Strategies

- Designing community outreach programs
- Health promotion campaign development
- Grassroots engagement methods
- Participatory learning approaches
- Case Study: Vaccination awareness campaign in rural populations

Module 5: Behavior Change Communication (BCC)

- Theories of behavior change (COM-B, Health Belief Model)
- Designing persuasive health messages
- Social and cultural influence factors
- Monitoring behavior change outcomes
- Case Study: HIV prevention awareness program success in youth populations

Module 6: Health Misinformation & Risk Communication

- Identifying misinformation in public health
- Crisis communication strategies
- Social media influence on health behavior
- Trust-building in healthcare systems
- Case Study: COVID-19 misinformation control campaigns

Module 7: Non-Communicable Diseases (NCD) Literacy

- Understanding NCD risk factors
- Lifestyle modification education
- Screening and early detection awareness
- Long-term patient engagement strategies
- Case Study: Hypertension control through community education programs

Module 8: Program Design, Monitoring & Evaluation

- Designing scalable health literacy programs
- Key performance indicators (KPIs) in health education
- Data collection and impact evaluation
- Continuous quality improvement
- Case Study: National health literacy improvement initiative evaluation

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

Start Date	End Date	Location	Price
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