

PUBLIC RELATIONS | COURSE BROCHURE

Health Communication Campaigns

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Health communication influences public health behaviours, from vaccination to healthy lifestyles. This course covers health behaviour theories, audience research, message design, risk communication, working with health professionals and communities, countering misinformation, channel selection and campaign evaluation.

Effective health communication saves lives. You will learn evidence-based approaches to design health campaigns.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Message testing exercises, campaign design workshops, misinformation case studies and evaluation planning.

Course objectives

By the end of this course, participants will be able to:
• Apply health behaviour theories
• Research health audiences
• Design clear health messages
• Communicate health risks
• Counter health misinformation
• Evaluate health communication campaigns

Target audience

This course is suitable for:
• Health promotion staff
• Public health communicators
• Hospital PR managers
• NGO health officers
• Government health communication staff



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Target competencies

Participants will develop competencies in:

- Behaviour theory
- Audience research
- Message design
- Risk communication
- Misinformation response

Course outline

Day 1: Health Communication

09:00–10:08	Role in public health
10:08–11:00	Case studies
11:00–11:30	**Coffee break**
11:30–11:45	Case studies (continued)
11:45–12:53	Ethics
12:53–14:00	Exercise

Day 2: Behaviour and Audiences

09:00–10:08	Behaviour theories
10:08–11:00	Audience research
11:00–11:30	**Coffee break**
11:30–11:45	Audience research (continued)
11:45–12:53	Segmentation
12:53–14:00	Workshop

Day 3: Messages

09:00–10:08	Message design
10:08–11:00	Risk communication
11:00–11:30	**Coffee break**



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11:30–11:45	Risk communication (continued)
11:45–12:53	Testing
12:53–14:00	Exercise

Day 4: Misinformation and Partners

09:00–10:08	Misinformation
10:08–11:00	Health professionals
11:00–11:30	**Coffee break**
11:30–11:45	Health professionals (continued)
11:45–12:53	Communities
12:53–14:00	Case study

Day 5: Channels and Evaluation

09:00–10:08	Channel selection
10:08–11:00	Evaluation
11:00–11:30	**Coffee break**
11:30–11:45	Evaluation (continued)
11:45–12:53	Reporting
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	23 Nov 2026	27 Nov 2026	**€3,150.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Vienna Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,940.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Rome Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Vienna Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,940.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Paris Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,860.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,890.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online