

**Health System
Strengthening Skills
Addressed**

Community Mobilisation:

Utilise inexpensive methods of public outreach in order to circulate public health service announcements.

**Health Project
Promotion:**

Create effective communications that highlight health initiatives or projects.

Mass Media Relations:

Establish useful connections with journalists and news agencies that can greatly help spread health messages.

**Advocacy and
partnership:**

Build strong internal and external collaborations by using proven communications strategies geared for health organisations.

This course is offered in conjunction with World Lung Foundation

Mass Media and Communications for Public Health

The Course

Communication exchange has never been so easily accessible and critical to the success of a national health programme. Gain a greater understanding of how effective communications strategies can help promote TB and HIV programmes and further disseminate important health messages to the public.

Learning directly from experts working in mass communications, participants in this course will engage in class exercises, discussions, and real-life simulations that demonstrate how skillful use of the media and communications can propel any health programme to excellence. In addition, participants will leave the course with the tools and knowledge to develop a strategic plan upon returning to their organisations.

Benefits Of Attending

- Create powerful health-education messages that resonate with the public
- Write a professional press release for public health topics
- Increase public health advocacy abilities for community mobilisation
- Discover how to manage a communications crisis
- Prepare a communications plan for a health organisation
- Find out how to make use of brochures, newsletters, activity reports, and other promotional tools that build health project awareness

Who Should Attend

Middle-to-senior level managers working in public health with management responsibilities in programme implementation, such as PR and communications officers, or anyone involved with organisational promotion and internal or external outreach.

To register for this course please email imdp@theunion.org.