Essential Strategic Leadership in Public Health Administration Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HSM3593_268046

Course Introduction / Overview:

The public health landscape is increasingly complex and demands leaders who can navigate global challenges, policy changes, and community needs with foresight and effectiveness. This training course is designed to equip public health professionals and administrators with the strategic knowledge and practical skills needed to lead with impact. Participants will explore everything from public health policy and program management to resource allocation and community engagement. The curriculum addresses the critical need to build resilient public health systems that can respond to crises and improve population health outcomes. As noted by academic author Dr. I.D.S. Kene with his book "Leadership and Management in the Public Sector: Challenges and Opportunities," effective public sector leadership is a key driver of community well-being and social equity. BIG BEN Training Center is proud to offer a program that moves beyond traditional management theory to focus on a strategic, action-oriented approach. You will learn how to champion health equity, build collaborative partnerships, and use data to make evidence-based decisions. This course empowers you to be a leader who can shape a healthier future for your community.

Target Audience / This Training Course is Suitable for:

- Public health administrators.
- Program managers and coordinators.
- Policy analysts and advocates.
- Community health directors.
- Government agency officials.
- Clinical directors in public health settings.
- Epidemiologists and researchers.

Target Sectors and Industries:

- Government health departments.
- Non-profit and non-governmental organizations (NGOs).
- Hospitals and health systems.
- Academic and research institutions.
- Community health centers.
- International health organizations.
- Healthcare consulting firms.

Target Organizations Departments:

- Public health administration.
- Epidemiology and disease control.
- Community health services.
- Health policy and planning.
- Environmental health.
- Health education and promotion.
- Emergency preparedness.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement effective public health policies.
- Lead and manage public health programs.
- Allocate and manage resources for maximum impact.
- Build strategic partnerships and collaborative networks.
- Use data and evidence to drive public health decisions.
- Communicate complex health information to the public.
- Champion health equity and address social determinants of health.

Course Methodology:

This training course uses a blend of case studies and practical workshops. Participants will work in groups to analyze a public health crisis, developing a strategic response plan and addressing challenges like resource allocation and public communication. The curriculum includes hands-on workshops on policy analysis and stakeholder engagement. Our instructors are seasoned public health leaders with extensive experience who will provide practical insights and guidance. BIG BEN Training Center is committed to a collaborative and interactive environment where you can learn from your peers and practice new skills. The course is designed to be highly practical, ensuring that you leave with the confidence and tools to effectively lead a public health organization.

Course Agenda (Course Units):

Unit One: The Foundations of Public Health Leadership.

- Defining strategic leadership in public health.
- The core functions and responsibilities of public health administration.
- Navigating the political and social context of public health.
- Ethical considerations in public health policy.
- Building a resilient public health system.
- The role of vision and mission.
- Case study: a strategic response to a community health crisis.

Unit Two: Public Health Policy and Advocacy.

- The process of health policy development.
- Analyzing and evaluating public health policies.
- Advocacy strategies for public health initiatives.
- The role of legislation and regulation.
- Building coalitions for policy change.
- Communicating with policymakers.
- Workshop: a policy analysis exercise.

Unit Three: Program Management and Evaluation.

- Designing and planning public health programs.
- Resource allocation and budgeting.
- Managing program implementation and operations.
- Monitoring and evaluating program effectiveness.
- Using data to demonstrate program impact.
- Building a sustainable funding model.
- Group project: a new public health program proposal.

Unit Four: Community Engagement and Communication.

- The principles of effective community engagement.
- Building trust with diverse communities.
- Risk and crisis communication strategies.
- The role of health literacy.
- Leveraging social media for public health campaigns.
- Addressing health misinformation.
- Role-playing: a public health briefing to the media.

Unit Five: The Future of Public Health Leadership.

- The role of technology in public health.
- Leadership in a global health context.
- Addressing the social determinants of health.
- Championing health equity and social justice.
- Personal and professional development for public health leaders.
- The importance of continuous learning.
- Final presentation: a strategic plan for a public health initiative.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can public health leaders ensure their strategic decisions are equitable and benefit all segments of a community, especially marginalized populations, while operating with limited resources and facing political pressures?

What unique qualities does this course offer compared to other courses?

This training course is unique because it is exclusively focused on strategic leadership in public health administration. Unlike a general management course, it provides a comprehensive framework for navigating the specific challenges of leading public health organizations. Our program emphasizes policy analysis, community engagement, and data-driven decision-making with real-world applications. We use hands-on workshops and case studies based on actual public health events to give you the skills needed to effectively lead a public health initiative. This course is for professionals who want to move beyond a reactive approach and become key drivers of positive community change.