Driving Change with Effective Public Health Policy and Advocacy Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #HSM5065_267925

Course Introduction / Overview:

Effective public health policy is the foundation of a healthy society, and advocacy is the key to translating knowledge into action. This training course is designed to equip public health professionals and advocates with the strategic knowledge and practical skills needed to influence policy and drive meaningful changes. Participants will explore everything from the policymaking process and stakeholder analysis to coalition building and strategic communication. The curriculum addresses the critical need to address social determinants of health and ensure equitable outcomes. As noted by academic author Dr. Barry S. Levy in his book "Essentials of Public Health Advocacy," successful advocacy is an ethical obligation for those who want to improve community health. BIG BEN Training Center is proud to offer a program that moves beyond theoretical concepts to focus on a practical, action-oriented approach to public health policy. You will learn how to identify policy windows, draft compelling briefs, and engage with policymakers to champion public health issues. This course empowers you to be an influential advocate, ensuring your work can have a lasting impact on community health and well-being.

Target Audience / This Training Course is Suitable for:

- Public health professionals and practitioners.
- Health policy analysts and researchers.
- Nonprofit and NGO leaders.
- Government health officials and ministry staff.
- Community health workers.
- Healthcare administrators.
- Advocates and activists.

Target Sectors and Industries:

- Government agencies and health departments.
- Nonprofit 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 and community health departments.
- Policy and advocacy departments.
- Strategic planning departments.
- Communications and public relations.
- Research and development.
- Social services departments.
- Program and services delivery.

Course Offerings:

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

- Understand the public health policy-making process.
- Conduct a comprehensive stakeholder and power analysis.
- Develop a strategic advocacy plan for a public health issue.
- Write effective policy briefs and position papers.
- Communicate complex health data to diverse audiences.
- Build and manage effective coalitions and partnerships.
- Navigate the ethical challenges of public health advocacy.

Course Methodology:

This training course uses a mix of case studies, role-playing, and hands-on workshops. Participants will work in groups to develop an advocacy campaign for a real-world public health issue, from identifying the problem to presenting a policy solution. The curriculum includes hands-on workshops on public speaking, media relations, and crafting persuasive messages. Our instructors are seasoned public health policy experts and advocates with extensive experience who will provide practical insights and guidance. BIG BEN Training Center is committed to creating a learning environment that is both collaborative and action oriented. The course is designed to be highly practical, ensuring that you leave with confidence and tools to effectively influence policy and create positive changes in your community.

Course Agenda (Course Units):

Unit One: Foundations of Public Health Policy.

- Defining public health policy and its impact.
- The key stages of the policy-making process.
- The role of evidence and data in policy.
- Understanding the political context of policymaking.
- The link between policy and social determinants of health.
- The history of public health policy is successful.
- Case study: a policy change that improved a community's health.

Unit Two: Strategic Advocacy and Communication.

- Developing an advocacy plan.
- Identifying and analyzing key stakeholders.
- Crafting compelling messages for different audiences.
- The role of media relations in advocacy.
- Public speaking and effective presentations.
- Using digital media for advocacy campaigns.
- Workshop: drafting an advocacy brief.

Unit Three: Coalition Building and Community Engagement.

- Building and managing a strong coalition.
- Engaging community members in the policy process.
- Strategies for effective community organizing.
- Working with diverse stakeholders and managing conflicts.
- The role of grassroots advocacy.
- Creating a shared vision for change.
- Discussion: challenges and successes in coalition building.

Unit Four: Policy Analysis and Implementation.

- Analyzing existing policies and their impact.
- Developing and proposing new policy solutions.
- The implementation phase of the policy cycle.
- Monitoring and evaluating policy outcomes.
- The role of advocacy during policy implementation.
- Advocating funding and resource allocation.
- Group project: a policy proposal and implementation plan.

Unit Five: Global and Ethical Dimensions of Advocacy.

- Public health advocacy in a global context.
- The role of international organizations.
- Ethical considerations in public health advocacy.
- Building a career in health policy and advocacy.
- Sustaining an advocacy campaign.
- The future of public health policy.
- Final presentation: a mock legislative testimony.

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 professionals ethically and effectively advocate for policies that address complex issues like health equity without alienating key stakeholders or overstepping their authority?

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

This training course stands out because it is specifically focused on public health policy and advocacy. Unlike general policy or political science programs, this course provides a framework for translating public health knowledge into actionable policy change. Our program emphasizes strategic advocacy planning, stakeholder analysis, and coalition building, which are essential skills for any advocate. We use hands-on workshops and real-world case studies to give you the practical experience needed to effectively influence policymakers and communicate complex health data. This course is designed for professionals who want to move beyond research and program management and start championing the policies that will improve the health of communities.