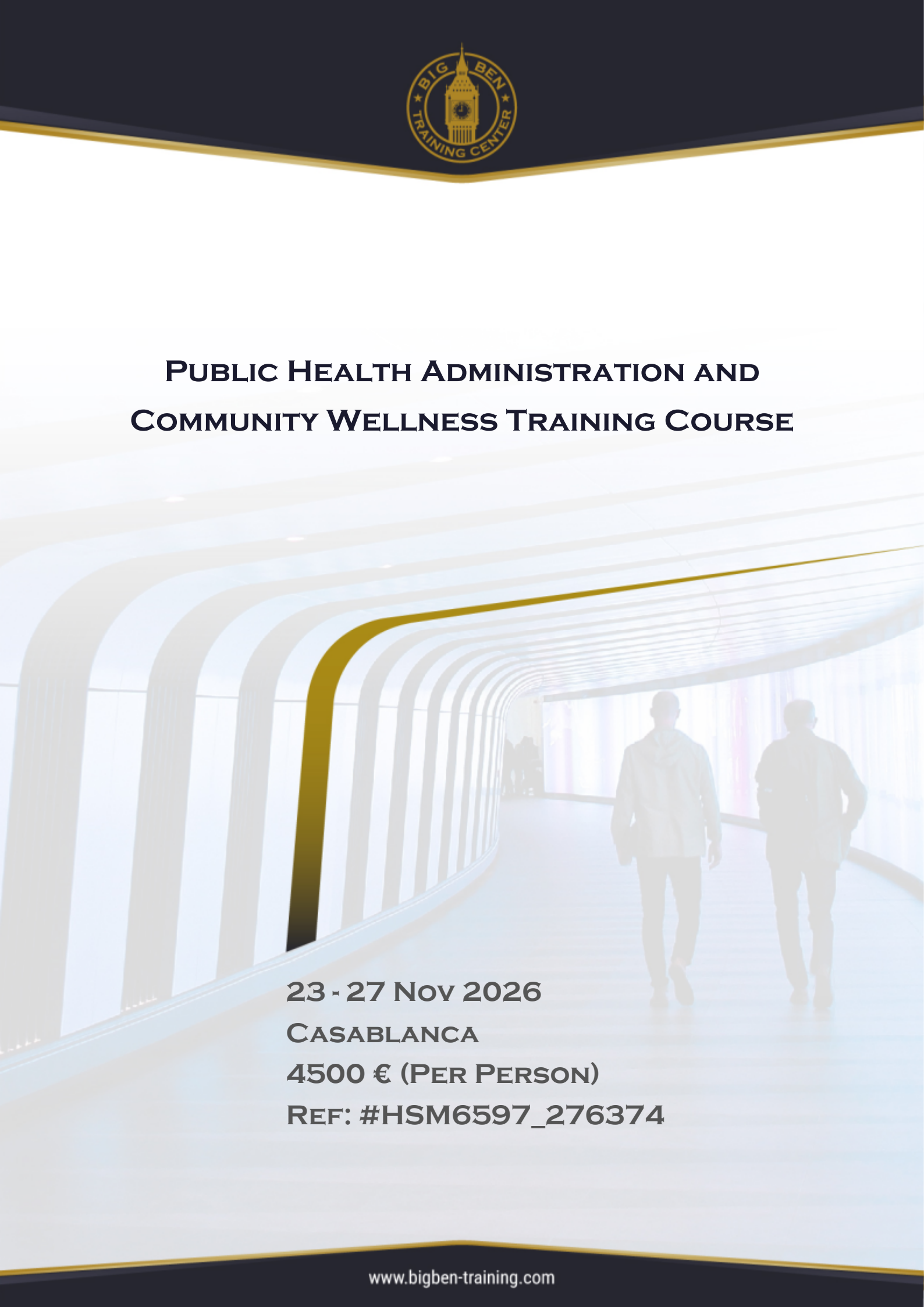
Public Health Administration and Community Wellness Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HSM6597_276374

Course Introduction / Overview:

This comprehensive course provides a deep dive into the essential principles and practices of public health administration and the strategic development of community wellness programs. In an increasingly complex world, effective public health leadership is paramount to addressing challenges ranging from chronic diseases to global pandemics. This program is meticulously designed to equip participants with the core competencies needed to manage health organizations, design impactful community-based interventions, and navigate the intricate landscape of health policy. Drawing upon foundational concepts articulated by scholars like Mary-Jane Schneider in her seminal work, "Introduction to Public Health," the curriculum integrates epidemiological principles with practical management skills. Participants will explore how to translate data into actionable strategies that promote health equity and address social determinants of health. BIG BEN Training Center has developed this course to bridge the gap between theoretical knowledge and real-world application, empowering a new generation of leaders to build healthier, more resilient communities through evidence-based practice and innovative program management. This training is your gateway to mastering the administrative and strategic facets of improving population health outcomes from the ground up.

Target Audience / This training course is suitable for:

- Public Health Officers and Administrators.
- Community Health Program Managers and Coordinators.
- Healthcare Professionals transitioning into public health roles.
- Non-Profit and NGO staff involved in health initiatives.
- Government Officials and Public Policy Analysts.
- Corporate Wellness Program Managers.
- Health Educators and Community Outreach Specialists.
- Researchers and Academics in the field of public health.

Target Sectors and Industries:

- Healthcare and Social Assistance.
- Public Administration and Government Agencies.
- Non-Profit Organizations and Community Services.
- Educational Institutions and Research Centers.
- Corporate and Private Sector Wellness Divisions.
- International Development and Global Health Organizations.
- Pharmaceutical and Biotechnology Industries.
- Consulting Firms specializing in healthcare and public policy.

Target Organizations Departments:

- Public Health and Community Outreach Departments.
- Program Management and Development Offices.
- Policy, Planning, and Advocacy Units.
- Corporate Social Responsibility (CSR) and Human Resources.
- Health Education and Promotion Divisions.
- Research and Evaluation Departments.
- Strategic Planning and Operations Management.
- Grants and Funding Administration.

Course Offerings:

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

- Develop a strategic plan for a public health organization.
- Apply epidemiological methods for community health needs assessments.
- Design, implement, and manage effective community wellness programs.
- Analyze health policies and their impact on population health.
- Secure funding through effective grant writing and budget management.
- Lead and motivate multidisciplinary public health teams.
- Communicate public health information effectively to diverse audiences.
- Evaluate the impact and outcomes of health interventions using established frameworks.
- Promote health equity and address social determinants of health in program design.
- Navigate the ethical and legal challenges in public health administration.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, participatory, and grounded in adult learning principles. We move beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The course heavily utilizes a case-study approach, examining real-world public health challenges and successful community wellness interventions from various global contexts. Participants will work in collaborative teams on practical projects, such as developing a logic model for a new health program or creating a health communication campaign for a specific target audience. Interactive workshops, group discussions, and role-playing scenarios will be used to build practical skills in leadership, stakeholder negotiation, and policy advocacy. Expert facilitators will guide sessions, providing personalized feedback and fostering a space for critical thinking and peer-to-peer learning. This blended approach ensures that participants not only grasp the theoretical foundations of public health administration but also develop the confidence and competence to apply these skills directly to their professional roles upon completion of the course.

Course Agenda (Course Units):

Unit One: Foundations of Public Health Administration

- Introduction to Public Health and its Core Functions.
- Historical Evolution of Public Health Systems.
- Ethical Principles and Legal Frameworks in Public Health.
- Organizational Structures of Health Agencies.
- The Role of Leadership in Public Health Management.
- Understanding Health Systems and Policy Making.
- Introduction to Health Economics and Financing.

Unit Two: Epidemiology and Community Health Assessment

- Principles of Epidemiology and Biostatistics.
- Designing and Interpreting Epidemiological Studies.
- Public Health Surveillance and Disease Monitoring.
- Conducting a Community Health Needs Assessment (CHNA).
- Quantitative and Qualitative Data Collection Methods.
- Analyzing and Presenting Public Health Data.
- Using Data to Identify Health Disparities and Priorities.

Unit Three: Designing and Implementing Wellness Programs

- Program Planning Models and Frameworks (e.g., PRECEDE-PROCEED).
- Developing Program Goals, Objectives, and Logic Models.
- Strategies for Community Engagement and Mobilization.
- Health Communication and Social Marketing Techniques.
- Implementing Evidence-Based Interventions.
- Managing Program Resources, Timelines, and Logistics.
- Cultural Competency in Program Design and Delivery.

Unit Four: Health Policy, Advocacy, and Financial Management

- The Health Policy-Making Process.
- Analyzing the Impact of Policies on Public Health.
- Developing and Executing Advocacy Strategies.
- Stakeholder Analysis and Coalition Building.
- Public Health Budgeting and Financial Planning.
- Grant Writing and Securing Funding for Programs.
- Principles of Financial Accountability and Reporting.

Unit Five: Program Evaluation and Contemporary Public Health Issues

- Frameworks for Monitoring and Evaluation (M&E).
- Developing Performance Indicators and Measuring Outcomes.
- Data Analysis for Program Evaluation.
- Communicating Evaluation Findings to Stakeholders.
- Addressing Health Equity and Social Determinants of Health.
- Global Health Challenges and Emergency Preparedness.
- The Future of Public Health Administration and Innovation.

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:

In an era of fiscal constraints and competing priorities, how can public health leaders effectively advocate for preventative wellness programs over more visible, acute-care interventions?

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

This course distinguishes itself by seamlessly integrating the dual pillars of administrative science and practical community program design. While many programs focus on either high-level policy or ground-level implementation, this curriculum is built on the philosophy that effective public health leaders must be masters of both. We move beyond theoretical discussions to immerse participants in a hands-on learning environment, utilizing complex, real-world case studies that challenge them to develop comprehensive strategies from needs assessment to final evaluation. A significant emphasis is placed on health equity, not as a standalone topic, but as a critical lens through which all aspects of administration, planning, and policy are viewed. The curriculum prioritizes the development of practical, transferable skills such as grant writing, stakeholder negotiation, and data-driven advocacy, ensuring participants leave with a toolkit they can immediately apply. The course fosters a deep understanding of how to manage resources, lead teams, and navigate political landscapes to create sustainable, impactful wellness initiatives that genuinely improve community health outcomes.