

**PUBLIC RELATIONS | COURSE BROCHURE**

# Health Communication Campaigns

5 days | Classroom training | English

**SMART HORIZON**

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



# 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



# Course content

## 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** |



# Course content

| | |
|---|---|
| **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 GBP, excluding unconfirmed taxes.

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£1,450.-** |
| Online<br>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 UK 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

info@smart-horizon.eu
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View the latest course details online