



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Risk Avoidance Advocacy and Awareness Promotion

Business, Commerce and Management Studies / Generic Management

Unit Standard 251965 · NQF Level 4 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to create awareness and promote a culture of risk avoidance through advocacy activities. Participants will learn to identify risk factors, develop advocacy strategies, and engage stakeholders to foster a proactive risk avoidance mindset. The focus is on practical application within South African workplace contexts.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	251965
Accreditation	SAQA Accredited · NQF Level 4 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze risk factors and their impact on workplace safety and culture.
- Design advocacy activities to promote risk avoidance awareness.
- Implement strategies to engage stakeholders in risk avoidance initiatives.
- Evaluate the effectiveness of risk avoidance advocacy campaigns.
- Demonstrate the ability to foster a culture of risk avoidance through communication and training.
- Apply relevant legislation and policies to risk avoidance advocacy.

WHO SHOULD ATTEND

- This course is designed for safety officers, risk managers, HR professionals, and any employees responsible for promoting health and safety or risk avoidance in their organizations.

COURSE OUTLINE

Day 1: Foundations of Risk Avoidance and Advocacy

- Introduction to risk management: risk avoidance vs. mitigation, transfer, and acceptance.
- The concept and importance of risk avoidance in various contexts.
- Advocacy as a tool for promoting risk awareness and behaviour change.
- Stakeholder analysis: roles of individuals, communities, organisations, and government.
- Communication principles: clarity, empathy, persuasion, and cultural sensitivity.
- Ethical considerations in risk advocacy.
- Case studies of successful risk avoidance campaigns.

Day 2: Strategies and Tools for Risk Awareness Promotion

- Behaviour change theories: Health Belief Model, Transtheoretical Model, Social Cognitive Theory.
- Planning a risk awareness campaign: needs assessment, target audience, objectives, messaging.
- Channels for advocacy: mass media, social media, community engagement, peer education.
- Developing persuasive messages: framing, storytelling, evidence-based arguments.
- Monitoring and evaluation: indicators, data collection methods, feedback loops.
- Overcoming barriers: resistance, misinformation, resource constraints.
- Practical exercise: designing a mini-awareness campaign.

Day 3: Implementing and Sustaining Risk Avoidance Advocacy

- Implementation steps: mobilising resources, building partnerships, executing activities.
- Managing advocacy challenges: handling opposition, dealing with crises.
- Conflict resolution and negotiation techniques for advocacy.
- Sustainability strategies: institutionalising advocacy, building local capacity, securing funding.
- Advocacy ethics revisited: transparency, accountability, inclusivity.
- Final project: present a comprehensive risk avoidance advocacy plan.
- Course review and assessment.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Mauritius
12 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
17 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 251965) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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