



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

Health Promotion in the South African Context

Health Sciences and Social Services / Curative Health

Unit Standard 256477 · NQF Level 3 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with a comprehensive understanding of health promotion principles within the unique South African context. Participants will explore the historical, social, and economic factors influencing health in South Africa, and learn to apply health promotion strategies that align with national policies such as the National Health Insurance (NHI) and Primary Health Care (PHC) approach. The course aims to empower individuals to contribute effectively to improving community health outcomes.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	256477
Accreditation	SAQA Accredited · NQF Level 3 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Define health promotion within the South African context, including its historical development and key principles.
- Analyze the social determinants of health and their impact on health promotion in South Africa.
- Apply appropriate health promotion models and theories to address health challenges in local communities.
- Evaluate health promotion programmes against national policies and ethical guidelines.
- Design a basic health promotion intervention tailored to a specific South African community.
- Demonstrate effective communication strategies for health promotion across diverse cultural groups.

WHO SHOULD ATTEND

- This course is designed for healthcare workers, community health workers, social workers, and anyone involved in health education or promotion within South African communities.
- It is also suitable for professionals in non-governmental organisations and government departments focusing on public health.

COURSE OUTLINE

Day 1: Foundations of Health Promotion

- Introduction to health promotion: definitions and principles
- Historical context of health promotion in South Africa
- National health policies: National Health Act, Primary Health Care approach, and the District Health System
- Social determinants of health: poverty, inequality, and access to services
- Levels of prevention: primary, secondary, and tertiary
- Community participation and empowerment strategies
- Ethical considerations in health promotion
- Overview of the Ottawa Charter for Health Promotion

Day 2: Planning and Implementing Health Promotion Interventions

- Needs assessment and community diagnosis
- Programme planning models: PRECEDE-PROCEED and social marketing
- Designing culturally sensitive health promotion materials
- Communication strategies for behaviour change
- Monitoring and evaluation: process, impact, and outcome indicators
- Resource mobilisation and stakeholder engagement
- Case studies: HIV/AIDS, tuberculosis, and non-communicable diseases in South Africa
- Challenges: health system constraints, cultural diversity, and resource limitations

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 **5 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 11,300.00	R 11,300.00
1	In-House	R 14,700.00	R 14,700.00
1	On-Campus (Pretoria)	R 17,000.00	R 17,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
24 Aug 2026	25 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	25 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	25 Aug 2026	On-Campus	Abu Dhabi, UAE
26 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
26 Aug 2026	27 Aug 2026	On-Campus	Harare, Zimbabwe
26 Aug 2026	27 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
01 Sep 2026	02 Sep 2026	On-Campus	London, UK
01 Sep 2026	02 Sep 2026	On-Campus	Bangkok, Thailand

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 256477) 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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