



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Primary Health Care Advocacy Campaign Planning

Health Sciences and Social Services / Promotive Health and Developmental Services

Unit Standard 260379 · NQF Level 4 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to assist in planning and implementing advocacy campaigns focused on primary health care. Participants will learn to identify community health needs, develop campaign strategies, and evaluate the impact of advocacy efforts to promote better health outcomes.

Category	Health Sciences and Social Services
Subfield	Promotive Health and Developmental Services
Unit Standard	260379
Accreditation	SAQA Accredited · NQF Level 4 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze community health needs to identify priority issues for advocacy campaigns.
- Design a comprehensive advocacy campaign plan for a primary health care issue.
- Implement advocacy activities using appropriate communication and mobilization strategies.
- Evaluate the effectiveness of an advocacy campaign against set objectives.
- Demonstrate ethical and culturally sensitive practices in campaign planning and implementation.
- Apply monitoring and evaluation tools to track campaign progress and outcomes.

WHO SHOULD ATTEND

- This course is designed for community health workers, NGO staff, and public health practitioners involved in health promotion and advocacy within primary health care settings.

COURSE OUTLINE

Day 1: Introduction to Primary Health Care Advocacy

- Overview of primary health care (PHC) and the Alma-Ata Declaration
- Principles of PHC: equity, community participation, intersectoral collaboration
- Advocacy definitions and types (policy, community, media)
- Role of advocacy in health systems strengthening
- South African health policies: NHI, district health system
- Stakeholder mapping: government, NGOs, communities
- Ethics in advocacy: transparency, accountability, respect

Day 2: Advocacy Campaign Foundations

- Selecting a health issue: burden of disease, community priorities
- Needs assessment methods: surveys, focus groups, key informant interviews
- Root cause analysis using problem trees
- SMART objectives for advocacy campaigns
- Campaign planning cycle: analysis, strategy, action, evaluation
- Case studies of successful PHC advocacy campaigns

Day 3: Target Audience and Messaging

- Audience segmentation: decision-makers, influencers, community
- Power mapping and influence analysis
- Crafting clear, compelling messages
- Using data and stories to strengthen arguments
- Message framing: values, emotions, solutions
- Pretesting messages through focus groups
- Developing a message box

Day 4: Advocacy Strategies and Tactics

- Lobbying decision-makers: meetings, briefs, petitions
- Media advocacy: press releases, op-eds, interviews
- Social media campaigns: platforms, content, hashtags
- Community mobilization: rallies, door-to-door, public meetings
- Coalition building: identifying allies, formal agreements
- Direct action tactics: marches, sit-ins, boycotts
- Timeline and resource planning for tactics

Day 5: Implementation and Monitoring

- Work breakdown structure and Gantt charts
- Roles and responsibilities matrix
- Monitoring indicators: process, output, outcome
- Data collection tools for monitoring
- Adaptive management: feedback loops, pivot strategies
- Budget tracking and resource management
- Risk assessment and contingency planning

Day 6: Evaluation and Reporting

- Evaluation design: before-after, case study, contribution analysis

- Data collection methods: interviews, document review, surveys
- Analyzing data: coding, thematic analysis, statistics
- Impact assessment: policy change, resource allocation, awareness
- Report structure: executive summary, methods, findings, recommendations
- Dissemination strategies: briefs, presentations, infographics

Day 7: Integration and Campaign Simulation

- Group presentation of campaign plans
- Peer feedback and critique
- Simulation: lobbying a government official or media interview
- Lessons learned and best practices
- Personal advocacy action plan
- Course wrap-up and evaluation

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 **10 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 28,200.00	R 28,200.00
1	In-House	R 36,700.00	R 36,700.00
1	On-Campus (Pretoria)	R 42,300.00	R 42,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	25 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	25 Aug 2026	On-Campus	Abu Dhabi, UAE

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 260379) 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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