

Course Coordinating Team

Course Coordinator: **Dr. Ankur Yadav**
Course Co-
Coordinators: **Dr. S.P. Singh**
Mr. Y. K. Singhal



About the Institute

The NIHFW, an autonomous organization, under the Ministry of Health and Family Welfare, Government of India, acts as an 'apex technical institute' as well as a 'think tank' for the promotion of health and family welfare programs in the country. The post-graduate education, training, research, evaluation, consultancy and advisory services in the field of health and family welfare have been major focus of the institute.

In order to facilitate continuous up-gradation of knowledge and skills of various health personnel across the country, the NIHFW has been conducting training courses in different areas at regular interval. In this endeavor, the Department of Communication, NIHFW proposes to conduct a training program on 'Capacity Building of Health Professionals in Risk Communication and Community Engagement (RCCE)'.

Location of the Institute

It is situated in South Delhi, near Jawaharlal Nehru University and Munirka DDA Flats. It is easily accessible from Indira Gandhi International Airport and the New Delhi Railway Station, approximately 10kms. and 15 kms. respectively with metro connectivity. Pre-paid taxis/ auto-rickshaws are available. The nearest metro station is Munirka.

Course Fee

A Course Fee of Rs.3000/- (Three thousand only) per participant is to be paid by sponsoring Organization/participant, vide DD/Online banking in favor of Director, NIHFW payable at New Delhi by 23th February, 2027. The course fee can be deposited through online transaction in the name of Director, NIHFW Branch Name: SBI NIHFW, IFSC CODE: SBIN0001624, A/C NO. 43901234540. Expenditure on TA/DA will have to be borne by the participants.

Accommodation

Hostel accommodation at nominal rates would be provided only to the participants, within the Institute's Campus.

Weather

Weather in March will be pleasant and the temperature will be min. 28 °C and max. 35 °C.

Last Date for Receiving Nomination: 23th February, 2027

(Participants are requested to make travel plans only after receipt of confirmation for participation from NIHFW).

For further information, please contact:

Course Coordinator: **Dr. Ankur Yadav** (09968911348)
Course Co-Coordinator: **Dr. S.P. Singh**
Mr. Y. K. Singhal

Department of Communication
The National Institute of Health and Family Welfare
Munirka, New Delhi-110067

Email: ankuryadav@nihfw.org
Phones: 011-2619 5319 (Direct): 2616 5959 (Extn. -172)
Fax: 91-11-2610 1623 Web Site: www.nihfw.org

TRAINING COURSE

ON

Capacity Building of Health Professionals in Risk Communication and Community Engagement (RCCE)

March 24-26, 2027



Department of Communication
The National Institute of Health and Family Welfare
Munirka, New Delhi 110 067

Introduction

Communication is an essential part of human life. Through communication people transfer facts, ideas, emotions, knowledge, attitudes and skills to make informed decisions about their health. Various communication methods are used by the healthcare system around the world to improve the quality of healthcare services. Health care communication in this direction could be considered as an important approach which can contribute to achieve better health outcomes for individuals and for the whole community. By Health care communication, is the study and practice of communicating promotional health information, such as in public health campaigns, health education, and between doctor and patient. It functions as a means of facilitating the interaction between healthcare professionals and patients or in between the two or more healthcare professionals irrespective of working together in same or different organizations situated at distance places. As we know that there is a need to use advanced technologies for diagnostic and surgical purposes to meet out the expectations of the patients. Similarly, we cannot ignore the significant role of health care communication, in health delivery system because it strengthens good health practices and reduces the chances of health risks among public. This course has been specifically designed for State and District level information officers and trainers of training institutions for enhancement of skills related to developing as strategic communication programme.

General Objective

To strengthen the capacity of health professionals in Risk Communication and Community Engagement (RCCE), enabling them to effectively communicate health risks and engage communities during public health emergencies.

Specific Objectives

At the end of the course, the participants will be able to:

- Explain the key principles and components of RCCE in public health emergencies.
- Describe the role of RCCE in managing health risks, misinformation, and community trust.
- Develop and deliver context-specific RCCE messages and materials.
- Apply appropriate strategies for community engagement and risk communication.
- Monitor and adapt RCCE activities based on community feedback and emerging needs.
- Prepare a practical RCCE action plan for emergency response.

Course Contents

- Fundamentals of communication.
- Risk Communication and Community Engagement
- Key Communication Media including electronic media
- Monitoring and Evaluation

Methodology

The following training techniques will be used to facility training.

- Lecture-Discussions
- Role play
- Group activities
- Demonstrations/films/flip books
- Posters/Charts

Communication exercises and group work will be used for practical training.

Duration: Three days

Date: 24 to 26 March, 2027

Nature of Participants

State and District Level IEC Officers, Trainers of Training Institutions/ Faculty in Nursing College/ Medical College- PSM/ Community Medicine, Training Faculty, Chief Medical Officer (District), District Risk Manager and other related health professionals.

Venue

Teaching Block,
The National Institute of Health and Family Welfare, Munirka, New Delhi-110067