



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE**

**COMMUNITY HEALTH AND DEVELOPMENT**

**4<sup>TH</sup> YEAR 2<sup>ND</sup> SEMESTER 2019/2020 ACADEMIC YEAR**

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**COURSE CODE: HCB 3424**

**COURSE TITLE: Advocacy and Community Mobilization**

**EXAM VENUE: STREAM: Community Health and Development**

**DATE: EXAM SESSION:**

**TIME: 2.00 HOURS**

**Instructions:**

- 1. Answer all the questions in Section A and 2 questions in Section B.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the Examination Room.**

**SECTION A (30 Marks): Answer ALL questions**

1. Define Advocacy (2 marks).
2. Highlight importance of advocacy (3 marks).
3. Explain the context of Information, Education, and Communication (IEC) in advocacy (3 marks).
4. Outline similarities of advocacy and IEC (3 marks).
5. State the aim of Behaviour Change Communication (BCC) (2 marks).
6. Highlight advocacy issues in society (3 marks).
7. Outline challenges of community mobilization (3 marks).
8. Highlight steps in community mobilization (4 marks).
9. State emerging trends in advocacy and community mobilization (2 marks).
10. Explain media advocacy (2 marks).
11. Outline roles of Mass Media in advocacy (3 marks).

**SECTION B (40 Marks): Answer TWO questions**

1. a) Explain why and when you would choose advocacy (4 marks).  
b) Discuss the basic components of advocacy (16 marks).
2. a) Explain Social Change Communication (4 marks)  
b) By giving examples, discuss role of advocacy in social change (16 marks).
3. You have been hired by an organization tasked by WHO to roll out immunization program to a community with very low immunization coverage for children under5. Describe good steps to advocacy you would use to improve immunization coverage (20 marks).
4. a) Explain community mobilization (4 marks).  
b) Discuss the benefits of investing in community mobilization (16 marks).