



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR BACHELOR OF SCIENCE IN COMMUNITY  
HEALTH AND DEVELOPMENT**

**2ND YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR**

**KISUMU CAMPUS**

**COURSE CODE: HCB 2205**  
**COURSE TITLE: HEALTH EDUCATION AND COMMUNICATION**  
**EXAM VENUE: STREAM: (BSc in Comm Hlth)**  
**DATE: EXAM SESSION:**  
**TIME: 2:00 HOURS**

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**Instructions:**

- 1. Answer all the questions in Section A and ANY other 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 1: SHORT ANSWER QUESTIONS. ANSWER ALL (30 MARKS)**

1. Clearly outline the relationship between the following terms (4 marks)
  - a) Health education and health literacy
  - b) Information, Education & Communication and Behaviour Change & Communication
2. Highlight any three principles of health education (3 marks)
3. Briefly describe the 6Cs of communication in healthcare (3 marks)
4. Enumerate the core competencies of health educators (4 marks)
5. State the significance of non-verbal communication in community health programmes (3 marks)
6. Briefly explain the impact of culture on health communication (3 marks)
7. Explain any 4 communication skills used by community health officers during health campaigns (4 marks)
8. Outline the limitations of the medical model in health communication (3 marks)
9. State the factors you will consider in selecting teaching methodology for a community setting (3 marks)

**SECTION 2: LONG ANSWER QUESTIONS. ANSWER ANY 2 (40 MARKS)**

1. You have been appointed as the Sub- County Community/Public Health Officer; you conduct a baseline learning needs assessment and realize STI/HIV is on the increase among adolescents and youth.
  - a) Outline the benefits of conducting a learning needs assessment (5 marks)
  - b) Discuss how you will use the Health Belief Model to reverse the trend (15 marks)
2. As a health promotion officer in Kisumu County you have been requested to prepare health talk on prevention of teenage pregnancy for a radio programme.
  - a) Highlight the components of a lesson plan (10 marks)
  - b) Discuss the methods you will use to evaluate effectiveness of learning (4 marks)
  - c) Describe the problem based method of teaching (6 marks)
3. You are an advisor for Health Committee; the community intends to start a health intervention programme specifically for improving ANC uptake using PRECEDE and PROCEED model.
  - a) Define PRECEDE- PROCEED model (2 marks)
  - b) Discuss the steps you will undertake to achieve the community's desired goal. (14 marks)
  - c) State any two main reasons why you may prefer this model over the other health promotion models (4 marks)
4. As a health education expert in Kisumu you have been assigned to design a communication strategy to reduce substance abuse.
  - a) Highlight any 4 components of effective communication (4 marks)
  - b) Discuss the 4 stages of effective communication in health education and promotion (8 marks)
  - c) Discuss the steps you would undertake in developing an effective communication strategy using the Dialogue model (8 marks)