



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR BACHELOR OF SCIENCE IN COMMUNITY
HEALTH AND DEVELOPMENT
4TH YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR
MAIN/KISUMU CAMPUS

COURSE CODE: HCB 2406

COURSE TITLE: ADVOCACY AND COMMUNITY MOBILIZATION

EXAM VENUE:

DATE: TIME: 2.00 HOURS

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 A (30marks)

1. Define advocacy (3 marks)
2. Explain role of mass media in community mobilization (3 marks)
3. Briefly describe importance of advocacy in Health promotion? (3 marks)
4. Outline FOUR examples of social mobilization campaigns that have taken place in Kenya in the recent past (3 marks)
5. Define the concept of lobbying (3 marks)
6. Briefly outline the role of information in social mobilization campaign (3 marks)
7. Outline key elements of an advocacy message (3 marks)
8. Briefly discuss the importance of social mobilization (3 marks)
9. Explain the role of research in community advocacy and mobilization (3 marks)
10. List any THREE questions you would ask in conducting advocacy audience analysis (3 marks)

SECTION B Answer any two Questions (40 MARKS)

1. Social mobilization is a concept that must be understood and conceptualized by key players as a workable strategy for enhancing health and development in the community. This is done by designing and combining a variety of methods to bring about change in the community. Discuss any five social mobilization strategies/methods that could be applied to enhance health and development in your community (20 marks)

2. You are the health promotion Officer for Sub-county of your choice where there is rampant drug

abuse among the youth. You are expected to spearhead a social mobilization campaign as part of an empowerment program for the youth.

a) Discuss the role of a community health officer in advocating for behavioral change (5mks)

b) Explain the role of youth groups in social mobilization campaign

c) Mass Media is a tool for advocacy and social mobilization. Discuss the merits and demerits of the use of mass media in community advocacy and social mobilization (10mks)

d) Some countries have policies that prohibit the teaching of sexuality education including provision of contraceptives to young people yet people working in youth programmes know that young people are sexually active, that they get pregnant and undergo unsafe, life threatening abortions, drop out of school among other sexual health problems. In order to address this problem you have been requested to lead a team of experts in developing and advocacy campaign. With reference to this issue discuss the advocacy steps you will undertake to address it among the young people in your community. (20 marks)

e) One of the most effective ways to build awareness about your issue and generate support during advocacy is to develop a message to which advocacy audience will respond. As an advocate for people living with mental illnesses, develop an advocacy message aimed at creating awareness about the problem to indicate:

a) The message goal (2 marks)

b) Why it's necessary to address the issue as a health and development concern (10marks)

- c) What action you want your audience to take (3 marks)
- d) Discuss various formats which you can use to deliver your message (5 marks)