



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

**UNIVERSITY EXAMINATION FOR THE DEGREE OF MASTER OF
PUBLIC HEALTH
(HEALTH PROMOTION)**

**1ST YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR
KISUMU CAMPUS**

**COURSE CODE: HMP 5141
COURSE TITLE: HEALTH PROMOTION AND PRACTICE
EXAM VENUE: STREAM: MPH
DATE: EXAM SESSION:
TIME: 3.00 HOURS**

Instructions:

- 1. Answer question ONE and THREE other questions**
- 3. Candidates must hand in their answer booklets to the invigilator while in the Examination Room.**

Answer question ONE and THREE other questions.

1. The first International Conference on Health Promotion was held on 21st November 1986, Ottawa Canada, and had a number of outcomes meant to achieve Health For All (HFA) by the year 2000. Discuss the outcomes of this conference (15 Marks).
2. Theoretical models are valued in the field of health promotion because of their use in explaining influences on health alongside the ability to suggest ways where individual change could be achieved. Explain problems associated with a theory-based approach in health promotion communication (15 Marks).
3. Child and family health can further promote the well-being of children by harnessing the full potential of fathers to contribute to the well-being of children and families. By using advocacy as one of the strategies in Health Promotion, discuss principles of father-inclusive practice (15 marks).
4. Media can be used as a primary change agent or as a means to support other education and clinical services. By giving examples, explain the role of Mass Media in Health Promotion (15 marks).
5. You have been hired to carry out a comprehensive HIV education campaign. Bearing in mind the role of effective Information, Education and Communication (IEC) materials for health promotion, explain use of a range of materials, activities, and approaches as part of an IEC campaign (15 Marks).
6. You have been tasked by a development partner in health to carry out Community Assessment and Identification of Priority Problems to form a baseline for community health intervention program. Using North Carolina

Model, explain steps used in community assessment and identification of priority problems (15 Marks).