

HMP 5140: HEALTH PROMOTION AND PRACTICE

This paper has six (6) questions.

Each question is 15 marks

Answer any four questions.

1. **Describe** Stages of developing messages for Behaviour Changes by highlighting the major activities in each stage **(15marks)**
2. Explain the Functions of Social Marketing in Health promotion **(15 marks)**
3. Outline the principles of community-based education and state the advantages of Training Needs Assessment **(15 marks)**
4. Describe in details **Three (3)** educational methods you can use to educate different groups in the community during health promotion intervention. **(15 marks)**
5. Identify and discuss at least 8 elements of effective communication for health and development **(15 marks)**
6. As a health promotion expert, you have been requested to design a communication strategy to reduce maternal mortality in Kisumu District. Discuss the steps you would undertake in developing an effective communication strategy using the following: **(15 marks)**
 - a) Dialogue model
 - b) P- Process