

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

SCHOOL OF HEALTH SCIENCES

UNIVERSITY EXAMINATIONS: 2013/2014

HCD 3312: HEALTH COMMUNICATION & INFORMATION SYSTEMS

KISUMU, BUSIA AND KISII LEARNING CENTERS

DATE: AUGUST 2013

TIME: 2 HOURS

INSTRUCTIONS:

Answer ALL QUESTIONS IN SECTION A AND ANY TWO FROM SECTION B

SECTION A (COMPULSORY- 30 Marks)

Question 1

1. Define the following acronyms {4 marks}
 - a. IEC
 - b. BCC
 - c. KAP
 - d. IPC
2. Give two examples of health promotion activities to improve sexual health and reduce the risk of HIV and STIs under the following components of health promotion
 - a. Strengthening community action {2 marks}
 - b. Reorienting health services {2 marks}
 - c. Building healthy public policy {2 marks}
3. List and briefly describe the models of communication that have been developed to help explain the process of communication {4 marks}
4. Mention at LEAST three factors that are detrimental to behaviour change {3 marks}
5. From a recent study in Kenya, Kisumu County was identified as leading with incidences of homosexuality especially among the youth. As a health worker, you have been mandated to come up with a behaviour change initiative that aims to reverse this trend in Kisumu County. Explain how you will achieve this task {7 marks}
6. *“A disaster is looming in Samburu County where young Samburu men are marrying old white ladies who are past menopause”*. Quote from a health worker in Kenya. Discuss how as a health worker you can deter the disaster from happening. {6 marks}

SECTION B (PICK ANY TWO QUESTIONS)

Question 2

1. Discuss the main things you would consider when preparing a creative brief in the development of IEC materials {6 marks}
2. Enumerate the five variables you would need to measure during the pre-test of draft IEC materials {10 marks}
3. Clearly distinguish health promotion from health education {4 marks}

Question 3

1. *“Young people need to feel that they are respected as thinking, competent human beings ... capable of making educated decisions about their sexual health of their own volition.”* – Jennifer, youth activist, UK
Discuss the above claim with respect to sexuality IEC among the youths {6 marks }
2. List four types of mass communication and in each case discuss its effectiveness or ineffectiveness in relaying behaviour change related messages {14 marks}

Question 4

1. What’s your understanding of disaster risk management for health {4 marks}
2. Discuss the Hyogo Framework for Action in strengthening community and country resilience to disasters focusing on its implementability in Kenya. {10 marks}
3. List and discuss at least SIX determinants of health related behavior {6 marks}

Question 5

1. Outline four things that monitoring of an IEC program should uncover {4 marks}
2. With reference to monitoring and evaluation, outline the challenges that health management information systems face in Kenya today {10 marks}
3. In your own perception what is the future of HMIS in Kenya {6 marks}