



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

**UNIVERSITY EXAMINATIONS 2012/2013**

**3<sup>RD</sup> YEAR 1<sup>ST</sup> SEMESTER EXAMINATION FOR THE DEGREE  
OF BACHELOR OF SCIENCE (COMPUTER SECURITY AND  
AUDIT)**

**(KISUMU, BUSIA, .....LEARNING CENTRE )**

**COURSE CODE: HCD 3312**

**COURSE TITLE: HEALTH COMMUNICATION & INFORMATION  
SYSTEM**

**DATE: 24/8/2013**

**TIME: 9.00-11.00 AM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

- 1. This paper consists of 5 Questions.**
- 2. Answer Question 1 (Compulsory) and any other 2 questions.**
- 3. Write your answers on the answer booklet provided.**

## **Question 1 30 Marks**

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}

## **Question 2 20marks**

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 20marks**

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 }
- 3.

### **Question 4 20marks**

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 behaviour. {6 marks }

### **Question 5 20marks**

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 }