



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF HEALTH SCIENCES**  
**UNIVERSITY EXAMINATION FOR BACELOR OF SCIENCE IN COMMUNITY**  
**HEALTH AND DEVELOPMENT**  
**4TH YEAR 2<sup>ND</sup> SEMESTER 2016/2017 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: HCD 3424**

**COURSE TITLE: ADVOCACY AND COMMUNITY MOBILIZATION**

**EXAM VENUE: STREAM: (BSc Comm Hlth & Dev)**

**DATE: EXAM SESSION: 2.00-4.00PM**

**TIME: 2.00 HOURS**

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**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. State 5 key elements in Social Mobilization (3 marks)
2. Briefly describe the importance of advocacy in community health and development? (3 marks)
3. Outline four examples of social mobilization campaigns that have taken place in Kenya in the recent past (3 marks)
4. Define the concept of lobbying (3 marks)
5. Outline at least five social mobilization strategies (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. Define advocacy (3 marks)
9. Briefly discuss the importance of social mobilization (3 marks)
10. Outline 8 elements of advocacy (3 marks)

**SECTION B Answer any two Questions (40 MARKS)**

1. Female Genital Mutilation (FGM) has been documented to be a major problem in County B and has been attributed to school drop out among the girls in this County. You have been requested to develop an advocacy campaign to reduce FGM in this County.
  - a) Discuss how you would go about developing an advocacy campaign in County B (10 marks).
  - b) Outline the steps that you will undertake to present your advocacy message to the minister for Gender and Social Services in this county (10marks)
  
2. 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 methods that could be applied to enhance health and development in your community (20 marks)
  
3. You have been appointed by the County Chief Officer of Education to spearhead a social mobilization campaign for girls education as part of an empowerment program in Siaya County. Discuss the steps you will undertake to develop the social mobilization campaign and how it will be implemented. (20 marks)
  
4. 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. Discuss the advocacy steps you will undertaken to address sexual education among the young people. (20 marks)