



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

**UNIVERSITY EXAMINATION FOR BACHELOR OF SCIENCE IN COMMUNITY
HEALTH AND DEVELOPMENT / PUBLIC HEALTH**

2ND YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR

KISUMU LEARNING CENTRE

COURSE CODE: HCD 3213

COURSE TITLE: HEALTH EDUCATION AND COMMUNICATION

EXAM VENUE: BOARD ROOM STREAM: BSc. CH/ PH

DATE: _____ EXAM SESSION: _____

TIME: TWO HOURS-

Instructions:

- ✓ **Answer all the questions in Section A and ANY other 2 questions in Section B.**
- ✓ **Candidates are advised not to write on the question paper.**
- ✓ **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A: ATTEND TO ALL QUESTIONS IN THIS SECTION (30marks)

1. Define the following terms in health promotion:
 - (a) *Health promotion* (1mark),
 - (b) *Health communication* (1mark)
 - (c) *Needs assesment* (1mark)
2. Briefly give three reasons why giving right health information to the public at risk alone may not help them be in control of their health and health determinants. (3marks)
3. Indicate a point each on how the following factors may influence population health negatively and positively
 - (a) *Health Policies,* (1mark)
 - (b) *Human Behaviour* (1mark)
 - (c) *and Environment status* (1marks)
4. Briefly describe any three health promotion theories/models commonly used in Kenya (3marks)
5. Barriers to effective communication are known as noise; List any six barriers to effective communication as indicated in communication model (3marks)
6. When a health project / program is to be initiated in a commuity, a Needs assessment is recommended to be undertaken with active involvement of the local community, state three values projects/programs is expected to gain by involving commuity at all stages (3marks)
7. According to Albert Bandura in Social Cognitive theory, an observed behavior is influenced by the interaction of three determinants, state them (3marks)
8. Health promotion program in Kenya has eight strategies/ principles for implementation, list any six (3marks)
9. Implementation of health promotion principles is guided by a number of fundamental theories and operational models; one of the most commonly applied theories is **PRECEDE-PROCEED**.
 - (a) *List the first six Phases of PRECEDE-PROCEED model* (3marks)
 - (b) *Briefly explain the full meaning of the first three letters of PRECEDE* (3marks)

SECTION B: - ANSWER ANY TWO QUESTIONS FROM THIS SECTION (40MARKS)

1. A Chronic health challenge has been identified in a community. You are approached as an expert to provide guidance on how a program can be developed to help reduce and sustain it to a lower level. Describe in details the guidance you shall provide (20marks)
2. Before a project is initiated in a community, needs assessment is mandatorily conducted, Provide ten explanation the significance of Needs assessment to a project (20 marks)
3. Communication process is made up of certain functional elements illustrate in details how each of any five of them may affect communication positively / negatively. (20marks)
4. With an aid of a lesson plan Prepare a health talk on GOOD HEALTH SEEKING BEHAVIOUR (i.e. MCH/ FP CLIENTS) (20marks)