



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR BACHELOR OF SCIENCE IN COMMUNITY
HEALTH AND DEVELOPMENT
4TH YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: HCD 3327

COURSE TITLE: HEALTH PROMOTION

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

DATE: EXAM SESSION

TIME:

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 ANSWER ALL THE QUESTIONS IN SECTION A (30MARKS)

1. Define health promotion (3 marks).
2. Explain medical approach to Health Promotion (3 marks)
3. Give at least 3 reasons why it is important to understand behaviour change theories in health promotion (3 marks)
4. Outline four six social determinants of health (3 marks)
5. Briefly outline why the community is an important setting for health promotion? (2 marks)
6. Briefly describe why understanding community values and norms is of importance in health promotion (3 marks)
7. Outline three approaches in health promotion apart from medical (3 marks)
8. State why workplace health promotion is important? (3 marks)
9. Identify the three authoritarian mode of intervention according to Beatties 1991 model (3 marks)
10. Describe the 4 P's of social marketing in health promotion (4 marks)

SECTION B ANSWER ANY TWO QUESTIONS (40 MARKS)

1. Over time the importance of health promotion has received global attention. In 1986 the 1st International Conference on Health Promotion was held in Ottawa Canada which culminated in the Ottawa Charter, a landmark document in Health Promotion. Identify and discuss 5 action areas in health promotion according to Ottawa Charter (20 marks).
2. Discuss community development approach to health promotion. (20 marks)
3. Effective health promotion helps people maintain and improve health. Theories are therefore important in health promotion because they describe the root cause of a problem and how it can be addressed. Using the theory of reasoned action, discuss how you will approach a mother whose child is suffering from malaria to address the situation. (20 marks)
4. You have been appointed as the Health Promotion Specialist in County B to spearhead the health promotion activities. Given the health challenges facing Kenya, the governor has requested that you identify 5 health promotion strategies/methods which you will use to promote the health of the communities in that county. Using examples, discuss the 5 Health Promotion Strategies/ methods that you will put in place to change the situation (20 marks).