



**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: STREAM: BSc Public/ Comm. Hlth
& Dev**

DATE: EXAM SESSION:

TIME: 2.00 HOURS

Instructions:

- 1. Answer all the questions in Section A and 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: ATTEND TO ALL QUESTIONS IN THIS SECTION (30marks)

1. Through definition, differentiate the meaning of these two terms
 - a) Health promotion (1.5mark)
 - b) Health Education (1.5mark)
2. Define the following terms
 - i. Formal Education. (1mark)
 - ii) Non-formal education: (1mark)
 - iii) Informal education (1mark)
3. List six characteristics of an adult learner (3marks)
4. Enumerate any six theories which are mostly used in health promotion in Kenya (3marks)
5. Barriers to effective communication are known as noise; List any six barriers to effective communication as indicated in the communication model (3marks)
6. Needs assessment is a sub-set of action research; the local community needs to be actively involved;
 - a) State three benefits of needs assessment to a program (3marks)
 - b) Specify three values the local community may add to a program if actively involved at all stages (3marks)
7. State any three benefits a program may gain when its impact assessment is conducted (3marks)
8. According to Albert Bandura in Social Cognitive theory, an observed behavior is influenced by the interaction of three determinants, state them (3marks)
9. Health promotion programs in Kenya have 8 to ten strategies/ principles for implementation, list any six (3marks)

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

1. 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) Briefly state the concept of PRECEDE-PROCEED theory (4marks)
 - b) Briefly describe the first four phases of PRECEDE-PROCEED model (8marks)
 - c) Discuss briefly how policies, behavior and environment can influence health (6 marks)
 - d) State any two main reasons why you may prefer adapting PRECEDE –PROCEED Model over other health promotion models in your organization programs (2marks)
2. You are a newly appointed health promotion officer at Kisumu County, you have drafted a proposal to the Chief of health to facilitate you to conduct a needs assessment in readiness for El Niño rains; He invites you to defend it

- a) *Define needs assessment* (2marks)
- b) *Specify two differences and two similarities between needs assessment and Monitoring of a program* (4marks)
- c) *Explain seven benefits of conducting needs assessment for such preparation* (14marks)
3. You are a Health promotion Coordinator, Vihiga County. Your director instructs you to plan and conduct a program that would help control an endemic mental health problem in the region (Drug induced Psychosis).
- a) *Briefly discuss specific actions you will undertake until the health problem is satisfactorily controlled and sustained* (12marks)
- b) *Explain two differences and two similarities of Monitoring and Evaluation* (4marks)
- c) *Describe any four benefits of monitoring and evaluation of such a program* (4marks)
4. You are Health promotion officer Siaya County, Your director has requested you to prepare for a health talk in hygiene for a public forum where you are to attend with him/her;
- a) *Describe any ten components of a lesson plan* (10marks)
- b) *Discuss the relevance of performing a training needs assessment and task analysis among the targeted community members* (5marks)
- c) *Describe Problem Based method of teaching* (5marks)