



**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

DATE: 13/08/2019

EXAM SESSION: 9.00 – 11.00 AM

TIME: 2 HOURS

Instructions:

- 1. Answer all 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: ATTEND TO ALL QUESTIONS IN THIS SECTION (30marks)

1. Define:
 - a) Health promotion (1mark)
 - b) Health Educatin (1mark)
 - c) Communication (1mark)
2. Enumerate any six theories which are mostly used in health promotion in Kenya (3marks)
3. In communication model, barriers to effective communication are called noise; list any six of such. (3 marks)
4. Health promotion program in Kenya has eight to ten strategies/ principles for implementation, list any six. (3 marks)
5. According to Albert Bandura in Social Cognitive theory, an observed behavior is influenced by the interaction of three determinants, state them (3 marks)
6. Needs assessment is a sub- set of action research; the local community needs to be actively involved; specify six benefits of involving the local community in the programme (3 marks)
7. Define program **“impact assessment”** and it’s two benefits to a programme. (3 marks)
8. Development organizations experience a number of growth stages and characteristics in the process of pursuing their vision, list the first three theoretical stages in an organization growth (3 marks)
9. Describe six characteristics of adult learner (3 marks)
10. Deferentiate the following approaches to education
 - i. Formal Education. (1 mark)
 - ii. Non-formal education: (1 mark)
 - iii. Informal education (1 mark)

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

1. You are a newly appointed health promotion officer at Kisumu County You are interested in conducting a needs assessment for a new program to be initiated
 - a) Define needs assessment (2 marks)
 - b) Specify two differences and two similarities between needs assessment and Monitoring of a program (4 marks)
 - c) Explain seven benefits of conducting needs assessment for such preparation (14 marks)

2. As a Health promotion Coordinator you intend to initiate a program that would help control an endemic Diabetes Melitus type two in Kisumu.
 - a) *Briefly discuss specific actions you will undertake until the health problem is satisfactorily controlled in a sustained manner.* (14marks)
 - b) *Describe six benefits of monitoring and evaluation of such a program* (6 marks)

3. You are to prepare a lesson plan for a health talk in hygiene for a public forum.
 - 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 (5 marks)
 - c) Describe Problem Based method of teaching (5 marks)

4. Implementation of health promotion principles is guided by a number of fundamental theories and operational models, one of the most commonly applied theory is **PRECEDE-PROCEED**
 - a) *Briefly state the concept of PRECEDE-PROCEED theory* (4 marks)
 - b) Briefly Describe the first four Phases of PRECEDE-PROCEED model (8 marks)
 - 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 (2 marks)