

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF HEALTH SCIENCES**

**KISUMU LEARNING CENTER**

**BSc. COMMUNITY HEALTH AND DEVELOPMENT/BSc. PUBLIC HEALTH**

**HCD 3213: HEALTH EDUCATION AND COMMUNICATION**

**YEAR 2 SEMESTER 1 END OF SEMESTER EXAMINATION**

**APRIL 2014**

**TIME: 2 HOURS**

**SECTION I: SHORT ANSWER QUESTIONS (30 Marks)**

**Instructions: Answer all questions from this section**

1. Define Health education ( 2 marks)
2. List 2 aims of health education (3 marks)
3. Explain 2 roles of a health educator (4 marks)
4. a) Explain who an adult learner is (2 marks)  
b) Explain 2 principles of adult education (4 marks)
5. List 3 factors that influence the process of curriculum development in Community Based Education (3 marks)
6. Outline 2 factors that influence the selection of a teaching aid (3 marks)
7. a) List 3 instructional methods that can guide the effective implementation of a health education session (3 marks)  
b) Indicate 1 advantage for each of the instructional methods listed above (3 marks)
8. Explain 2 challenges of implementing community based education programmes in Kenya (3 marks)

## **SECTION II: ESSAY QUESTION (40 Marks)**

**Instructions: Answer ANY TWO questions from this section, each question carries 20 marks**

1. The health worker in charge of Kisumu County has been mandated with the responsibility of initiating and implementing health education programmes within the County. Discuss 8 principles that would guide effective implementation of a health education programme (20 marks)
2. Discuss the process that a health worker would follow in initiating a health education programme (20 marks)
3. Using an example of a programme targeting care-givers of the under-fives, discuss 2 learning theories and how a health educator would apply them in implementing the health education programme. (20 marks)
4. a) Define the term “communication” (2 marks)  
b) Outline the communication process (6 marks)  
c) Discuss the role of communication in health education (12 marks)