



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 2ND SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: HCB 3423

COURSE TITLE: ADVOCACY AND COMMUNITY MOBILIZATION

EXAM VENUE:

DATE: TIME: 2.00 HOURS

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 A (30marks)

1. Define advocacy (3 marks)
2. State any 5 key elements in Social Mobilization (3 marks)
3. Briefly describe the importance of advocacy in community health and development? (3 marks)

4. Differentiate between advocacy and social mobilization (3 marks)

5. Define the concept of lobbying (3 marks)

6. List any three questions you would ask in conducting advocacy audience analysis (3 marks)

7. Briefly outline the role of information in social mobilization campaign (3 marks)

8. Outline key elements of an advocacy message (3 marks)

9. Briefly discuss the importance of social mobilization (3 marks)

10. Outline 8 elements of advocacy campaign (3 mark)

SECTION B Answer any two Questions (40 MARKS)

1. One of the most effective ways to build awareness about your issue and generate support during advocacy is to develop a message to which advocacy audience will respond. As an advocate for people living with mental illnesses, Develop an advocacy message aimed at creating awareness about the problem to indicate:
 - a) The message goal (2 marks)
 - b) Why it's necessary to address the issue as a health and development concern (10marks)
 - c) What action you want your audience to take (3 marks)
 - d) Discuss various formats which you can use to deliver your message (5 marks)
2. Social mobilization is a concept that must be understood and conceptualized by key players as a workable strategy for enhancing health and development in the community. This is done by designing and combining a variety of methods to bring about change in the community. Discuss any five social mobilization methods that could be applied to enhance health and development in your community (20 marks)
3. You have been appointed by the County Chief Officer of Education to spearhead a social mobilization campaign for girls education as part of an empowerment program in Siaya County. Discuss the steps you will undertake to develop the social mobilization campaign and how it will be implemented. (20 marks)
4. Some countries have policies that prohibit the teaching of sexuality education including provision of contraceptives to young people yet people working in youth programmes know that young people are sexually active, that they get pregnant and undergo unsafe, life threatening abortions, drop out of school among other sexual health problems. In order to address this problem you have been requested to lead a team of experts in developing and advocacy campaign. With reference to this issue discuss the advocacy steps you will undertake to address it among the young people in your community (20 marks).