



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

SCHOOL OF HEALTH SCIENCES

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE**

PUBLIC HEALTH/COMMUNITY HEALTH AND DEVELOPMENT

SPECIAL EXAMINATIONS NOV. 2020

COURSE CODE: HCD 3424
COURSE TITLE: Advocacy and Community Mobilization
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 (30 Marks): Answer ALL questions

1. Define Advocacy (2 marks).
2. Highlight importance of advocacy (3 marks).
3. Explain the context of Information, Education, and Communication (IEC) in advocacy (3 marks).
4. Outline similarities of advocacy and IEC (3 marks).
5. State the aim of Behaviour Change Communication (BCC) (2 marks).
6. Highlight advocacy issues in society (3 marks).
7. Outline challenges of community mobilization (3 marks).
8. Highlight steps in community mobilization (4 marks).
9. State emerging trends in advocacy and community mobilization (2 marks).
10. Explain media advocacy (2 marks).
11. Outline roles of Mass Media in advocacy (3 marks).

SECTION B (40 Marks): Answer TWO questions

1. a) Explain why and when you would choose advocacy (4 marks).
b) Discuss the basic components of advocacy (16 marks).
2. a) Explain Social Change Communication (4 marks)
b) By giving examples, discuss role of advocacy in social change (16 marks).
3. You have been hired by an organization tasked by WHO to roll out immunization program to a community with very low immunization coverage for children under5. Describe good steps to advocacy you would use to improve immunization coverage (20 marks).
4. a) Explain community mobilization (4 marks).
b) Discuss the benefits of investing in community mobilization (16 marks).