



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR DIPLOMA IN COMMUNITY HEALTH AND
DEVELOPMENT**

2nd YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR

KISII CAMPUS- PART TIME

COURSE CODE: HDC 2213

COURSE TITLE: HEALTH EDUCATION AND PROMOTION

EXAM VENUE:LR 18

STREAM: (DIP. CHD)

DATE:14/12/16

EXAM SESSION:9.00 – 10.30 AM

TIME: 1 ½ 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 *(Answer all questions in this section)*

1 Define the following terms as used in health education and promotion (**2 mks**)

- (i) Health as defined by the Ottawa Charter of 1986
- (ii) Motivation i
- (iii) Audience segmentation
- (iv) Communicable disease

2 Briefly describe as to why health education is important in any country (**3mks**)

3 Mention any reasons why health promotion is important in changing people's way of living (**2mks**)

4 A trained health development officer does many activities in health education and promotion List any six such activities (**3 marks**)

5 Outline some examples that can help you to understand someone who is physically unhealthy: (**1 mk**)

6 Explain three targets of health education and promotion in any communal setting (**3mks**)

7 In health education and promotion dissemination there are intended objectives that help in ensuring success while educating the community. Describe two objectives of health education and promotion (**2mks**)

8 Explain three behavior change approaches in health education and promotion (**3 mks**)

9 In health education and promotion there are a number of health behaviours.

- (a) Name any six types of health behaviours (**3mks**)
- (b) Describe briefly any two of the health behaviors you mentioned above (**2mks**)

10 (a) Name any sectors where health educators/promoters can be employed (**1 mk**)

(b) Before identifying the various determinants of human behaviour, a community health development officer should consider some types of assessment Mention them (**2mks**)

(c) Define the meaning of a susceptible person and list any preventive measures in this chain of infection model (**3mks**)

SECTION B (Answer any two questions)

1 (a) Diffusion of an innovation is a common theory used in health education and promotion and is usually considered to occur through a five step process..Describe all the stages giving examples where applicable (10mks)

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(b) The rate of adoption is defined as the relative speed with which members of a social system adopt a new innovation. Describe the adopter categories that you know (5mks)

2 A community health development officer may a number of appeals when disseminating health education and promotion to any community. Explain any six types of appeals giving examples in each case (15mks)

3 (a) Two people may hear the same message in a radio programme or see the same poster and still interpret the message quite differently from each other and from the meaning intended by the sender. Explain the things that a person's interpretation depend on giving appropriate examples (8 mks)

(b) A variety of teaching methods can be used in health education and promotion Describe the things to consider when preparing to deliver a health talk to a group of community members (6mks)

4 (a) There are three basic strategies for health promotion identified by the Ottawa Charter .Explain these strategies giving appropriate examples (6mk)

(b) Community health development officers use various theories to help change people's behavior No one theory can address all variables that contribute to a person's behavior and not all theories are applicable to all situations

(i) Explain any four common types of health education theories and models for health programme planning and implementation (4mks)

(ii) Most theories in health education and promotion address many components of behavior change. Mention and briefly describe such components (5mks)