



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
2ND YEAR 1ST SEMESTER 2024/2025 ACADEMIC YEAR
MAIN/KISUMU CAMPUS

COURSE CODE: HCB 2205
COURSE TITLE: HEALTH EDUCATION AND COMMUNICATION
EXAM VENUE: STREAM: BSc Public/ Comm. Hlth & Dev
DATE:13/1/25 **EXAM SESSION:**15-17.00 PM
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: SHORT ANSWER QUESTIONS

1. Define Health Education (1 Mk)
2. Describe any **two** aims of health education to the public (4 mks)
3. Define behavior change communication (1 mk)
4. Explain the **four** principles of community-based health education (CBE) (4 mks)
5. Comment on any **four** factors that affect adult learning (4 mks)
6. Explain any **two** characteristics of a good facilitator (4 mks)
7. Explain any **two** roles of an educator (4 mks)
8. State any **four** socio-cultural factors that influence health-seeking behavior (4 mks)
9. Define the following:
 - i) Diffusion
 - ii) Innovation (2 mks)
10. List **four** adopter categories in innovation theory (2 mks)

SECTION II: Answer any two questions from this section. Question one is compulsory

1. You have been posted to a county as a Community Health officer in charge of health promotion. Describe how you would implement a Behavior Change and Communication program in the county. (20 marks)
2. Explain the steps used for adoption of new ideas or practice in health education (20 mks)
3. The timing and relevance of a message need to be appropriate and related to the clients' interest and concern for effective communication. Using examples, discuss why timing and relevance may influence your communication with a client and the community as a whole (20 marks)
4. You have been invited to give health education to a community regarding family planning. Describe how you would plan for the health talk and explain the content of your talk (20 mks)