



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

UNIVERSITY EXAMINATION FOR DEGREE OF MASTER

1ST YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR

KISUMU CAMPUS

COURSE CODE: HMP 5138
COURSE TITLE: THEORY AND PRINCIPLES OF HEALTH PROMOTION
EXAM VENUE: STREAM: MPH
DATE: EXAM SESSION:
TIME: 3.00 HOURS

Instructions:

- 1. Answer Question One and any Other THREE Questions**
- 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.**

Questions

1. Over time the importance of health promotion has received global attention. In 1986 the 1st International Conference on Health Promotion was held in Ottawa Canada which culminated in the Ottawa Charter, a landmark document in health promotion. Discuss 5 action areas in health promotion according to Ottawa Charter and show how they are informing policy and practice using appropriate examples (15 marks)
2. In the past few years, a major shift in health beliefs of medical male circumcision among the Luo of western Kenya has resulted in increased uptake. Apply your understanding of the Health belief model to speculate how this shift could have come about and the consequences. Discuss the constructs of the Health belief model and how constructs and application in shifting motivations to adopt a health service (15 marks)
3. Myriad of methods and approaches have been employed in health promotion with the aim of achieving high standard of health in the population. Discuss the methods and approaches of health promotion applied at individual, group and general population levels (15 marks)
4. A systematic review of health promotion literature suggests a bias towards addressing individual level theory constructs with little attention to social, environmental and other contextual influence on behavior. Introduce and discuss the utility of applying social ecological model to development of health promotion programs(15 marks)
5. Effective health promotion help people maintain and improve health. Theories are therefore important in health promotion because they describe the root cause of a problem and how it can be addressed. Using the theory of reasoned action, discuss how you will approach a mother whose child is suffering from malaria to address the situation. (15 marks)
6. You have been hired by a large company as a health promotion manager to design a program for prevention control and management of obesity among employees which is on the rise. Using ecological model with relevant examples for illustration, discuss

how you will perform this based on the 5 Ecological model levels of influence (15 marks)