

SECTION A.

1. State the role of interpersonal communication to a health care client.
2. Outline the role of a Health Psychologist.
3. Differentiate between Health Promotion and Health Education
4. Define Health Communication.
5. State at least 4 the initiatives that the Kenyan government is putting in place in order to promote health.
6. State the key concepts of the Health Belief Model.
7. Outline the importance of using community based participatory action research.
8. What is planning and what does it involve
9. Differentiate between qualitative and quantitative research.
10. What do we mean by the term Self Efficacy

SECTION B

1. Discuss the strategic principles that guide Health promotion.
2. Explain in details the THREE methods of evaluating a health promotion programme.
3. Discuss the underlying principles and variables that are applicable to health communication situations.
4. Using the trans theoretical model, discuss the different stages and how it would bring about behavior change to an individual who wants to quit smoking.