



MACHAKOS UNIVERSITY

University Examinations for 2021/2022

SCHOOL OF HEALTH SCIENCES

DEPARTMENT OF PUBLIC AND COMMUNITY HEALTH

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR PUBLIC HEALTH

HPH 201-1: HEALTH PROMOTION

DATE:

TIME:

INSTRUCTIONS:

This paper consists of two sections A and B

Section A is compulsory

Section B choose any two (2) questions

SECTION A

Specific Instructions

- Answer all questions in this section
- The section totals to 30 marks

- Outline three (3) objectives for conducting community dialogue. (3 marks)
- Using specific examples list three (3) health promotion related messages that would be best taught by demonstrations. (3 marks)
- Using appropriate examples differentiate between primary and secondary health promotion. (3 marks)
- Outline three (3) strategies of health promotion. (3 marks)
- One of the characteristics of objectives is that they should be attainable/achievable. Identify three (3) key leading questions that you would pose to self to determine if your objective is achievable (3 marks)

- f) List six (6) key benefits of monitoring and evaluation in health promotion. (3 marks)
- g) Outline three (3) problems of collaborative working in health promotion programmes (3 marks)
- h) Group discussions can be ideal for health promotion sessions; however, they may face the challenge of a few people dominating the discussion. Highlight ways in which you would prevent this as a facilitator. (3 marks)
- i) Identify six (6) considerations in the preparation of a poster as a health learning material (3 marks)
- j) Highlight the importance of Information, Education and Communication (IEC) in health promotion. (3 marks)

SECTION B

Specific Instructions

- **This Section has four (4) questions**
- **Answer any two (2) questions**
- **Each question is 20 marks**

QUESTION TWO (20 MARKS)

- a) Giving a brief history of the Ottawa Charter, identify the priority areas that affect health as stipulated in the charter. (10 marks)
- b) Think of an important health issue in your community. Discuss three methods that you think will be best suited to deliver health messages about the subject to members of the community. (10 marks)

QUESTION THREE (20 MARKS)

- a) You are planning a health promotion intervention programme and you intend to use the media as the channel of communication. Describe the important factors you will consider for the channel to effectively pass the message. (10 marks)
- b) Discuss the constructs of the Health Belief Model (HBM) and how they would affect health promotion. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Empowering of the community is one of the core principles of Health Promotion. Define empowerment and discuss the concept and its advantages. (10 marks)
- b) You are running a health promotion activity in your county. Discuss the challenges you are likely to face in the assignment. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the steps for conducting an organized community dialogue. (10 marks)
- b) Katoloni dispensary has reported a rise in diarrheal diseases. As a public health officer, you have been approached to help in curbing the problem. Highlight and discuss indicators that will be evidence of an effective health promotion exercise in this case. (10 marks)