



**AMREF INTERNATIONAL UNIVERSITY  
SCHOOL OF PUBLIC HEALTH  
DEPARTMENT OF COMMUNITY HEALTH  
DIPLOMA IN COMMUNITY HEALTH PRACTICE  
END OF SEMESTER EXAMINATION SEPTMEBER -DECEMBER 2022**

**UNIT CODE: DCHP 211**

**UNIT NAME: HEALTH PROMOTION**

**Date: 29<sup>th</sup> November 2022**

**Time: 2 hours**

**Start: 4.00 PM**

**Stop: 6.00 PM**

**INSTRUCTIONS**

- 1) This paper has Section A and B
- 2) Answer **ALL** questions in Section A
- 3) For Section B, answer any two (2) questions of your choice
- 4) Use the university examination booklets provided. Do not write on the question paper
- 5) Write your student registration number on all your answer sheets

**SECTION A: SHORT ANSWER QUESTIONS (20 Marks)**

1. State the meaning of the following terms as used in Health Promotion.
  - a. Community Mobilization (2 Marks)
  - b. Intervention (2 Marks)
  - c. Health Impact Assessment (2 Marks)
2. Define Need and Needs Assessment (4 Marks)
3. Clarify the term canned health promotion program. (2 Marks)
4. Determine four phases in mobilizing a community in health promotion (8 Marks)

**SECTION B: LONG ANSWER QUESTIONS (40 Marks)**

5.
  - (a) Describe four phases in the Precede -Procede theory of health promotion. (8Marks)
  - (b) Explain the different means by which health promotion programs can be funded. (12 Marks)
- (a) Describe **three steps** in the needs assessment process. (6 Marks)
  - (b) Explain major categories of health promotion intervention. (14 Marks)
6.
  - (a) Explain the four Ps of marketing in health promotion. (4 Marks)
  - (b) Describe four categories under health communication theory (4 Marks)
  - (c) Explain six reasons why health programs are evaluated. (12 Marks)