



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
END OF JANUARY-APRIL 2023 SEMESTER EXAMINATIONS

HMD 311: Communication and Advocacy in Health

DATE : Thursday 13th April 2023

TIME: 2 HOURS 4:15 PM-6:15PM

INSTRUCTIONS TO CANDIDATES

- 1) This paper has Sections A and B
- 2) The examination paper is out of 70 marks
- 3) Answer ALL questions in Section A
- 4) For Section B, answer any two (2) questions of your choice
- 5) Use the university examination booklets provided
- 6) Write your student registration number on all your answer sheets
- 7) Only use the official AMIU answer sheet
- 8) Do not write on the question paper

Read carefully the additional instructions preceding each section.

**SECTION A: SHORT ANSWER QUESTIONS. ANSWER ALL QUESTIONS
(30 Marks)**

1. Explain the rationale of the following in the process of advocacy:
 - a. Identification and consensus building on advocacy issues (1 Mark)
 - b. Setting advocacy goals and objectives (1 Mark)
 - c. Identifying target audience (1 Mark)
 - d. Building support through coalitions (1 Mark)
 - e. Identifying allies and opponents (1 Mark)
2. State six reasons why health communication is essential in managing health systems. (3 Marks)
3. Identify at least five (5) principles of advocacy. (5 Marks)
4. Explain the role of effective communication in advancing advocacy for health systems. (2 Marks)
5. Describe the five (5) Es in advocacy. (5 Marks)
6. Explain the three (3) common myths that any advocacy enthusiast must dispel at the onset of the initiative. (3 Marks)
7. Describe four (4) hallmark characteristics of a good advocacy message. (4 Marks)
8. Enumerate three (3) reasons why building alliances and networking play an important role in advocacy campaigns. (3 Marks)

SECTION B

LONG ANSWER QUESTIONS: ANSWER ANY TWO (2) QUESTIONS (40 Marks)

9. Your new employer has requested you to spearhead an advocacy initiative to improve resource allocation for the fight against COVID-19 in the community. Describe the critical steps to mount an effective advocacy campaign for your new institution. (20 Marks)
10. Discuss 10 primary considerations when developing messages for an advocacy campaign. (20 Marks)
11. a) Discuss the five (5) elements necessary for an advocacy network to function optimally. (10 Marks)
b) Describe four (4) factors you would consider when building alliances and networks for advocacy campaigns. (10 Marks)