



**AMREF INTERNATIONAL UNIVERSITY**

**SCHOOL OF PUBLIC HEALTH**

**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**

**BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND  
DEVELOPMENT**

**END OF SEMESTER EXAMINATION APRIL 2024**

**UNIT CODE: HMD 324      UNIT NAME: HEALTH PROMOTION**

**Date:** April, 2024

**Time:** 2 hours      **Start:**      **Stop:**

**INSTRUCTIONS**

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections  
**Section A:** Compulsory Question (30 marks)  
**Section B:** Long Answer Questions (70 marks)

**SECTION A: COMPULSORY (30 Marks)**

**Short Answer Questions**

**QUESTION ONE**

- a) Highlight three key elements of health promotion according to the World Health Organization (WHO) (6marks)
- b) Define health promotion (2 marks)
- c) State four reasons why health promotion is important in public health (4 marks)
- d) Outline four physical determinants of health and give two examples (6 marks)
- e) Outline four main health promotion models (6 marks)
- f) Highlight any three reasons why monitoring and evaluation of health promotion programs is critical (6 marks)

**SECTION B: ANSWER ANY TWO (2) QUESTIONS (40 Marks)**

**Long Answer Questions**

**QUESTION TWO**

Health Promotion has principles that guide how it should be implemented. Discuss any five health promotion principles and why they are important in public health. (20 Marks)

**QUESTION THREE**

The World Health Organization (WHO) defines social determinants of health (SDH) as the non-medical factors that influence health outcomes. Research shows that the SDH can be more important than health care. Discuss why this is so. (20 Marks)

#### **QUESTION FOUR**

Planning for health promotion programs is critical for their success.

- a) Discuss the importance of planning for health promotion. (10 Marks)
- b) Explain first five steps that must be taken for effective planning of health promotion activities. (10 Marks)

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