



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF PUBLIC HEALTH**  
**DEPARTMENT OF COMMUNITY HEALTH**  
**HIGHER DIPLOMA IN COMMUNITY HEALTH PRACTICE**  
**END OF SEMESTER EXAMINATION JAN/APRIL 2024**

**UNIT CODE: HDCH 124:**

**UNIT NAME: HEALTH PROMOTION**

**Date: 15<sup>th</sup> April 2024**

**Time: 2 hours 4.30 PM ----- 6.30 PM**

**INSTRUCTIONS**

1. This exam is marked out of 60 marks
2. This Examination comprises TWO Sections  
**Section A:** Compulsory Question (20 Marks)  
**Section B:** Long Answer Questions (40 Marks)
3. All questions in Section A are compulsory and Answer any TWO questions in Section B
4. This online exam shall take 2 Hours
5. Late submission of the answers will not be accepted
6. Ensure your web-camera is on at all times during the examination period
7. No movement is allowed during the examination
8. Idling of your machine for 5 min or more will lead to lock out from the exam
9. The Virtual Assessment System (VAS) has inbuilt integrity checks to detect cheating
10. Any aspect of cheating detected during and or after the exam administration will lead to nullification of your exam
11. In case you have any questions call the Invigilator on Tel +254720573449
12. For adverse incidences please write an email to: [amiu.examinations@amref.ac.ke](mailto:amiu.examinations@amref.ac.ke)

**SECTION A: ATTEMPT ALL QUESTIONS (20 MARKS)**

1. Define the following terms as per your understanding
  - a) Health (2 Marks)
  - b) Health Promotion (2 Marks)
2. Highlight FOUR principles of Health Promotion (4 Marks)
3. Outline THREE organizations or professions who are not directly health-related but are involved in health promotion (3 Marks)
4. Identify FOUR paradigms or perspectives of health promotion by Caplan and Holland (4 Marks)
5. Highlight THREE functions of health promotion models (3 Marks)
6. State the theory of diffusion on innovation (2 Marks)

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

7. Values shape our judgments about what is important and influence the choices we make. Describe FOUR Health promotion values (20 Marks)
8. In 2007 Country X, had the 2<sup>nd</sup> lowest smoking rate in OECD countries due to a consistent reduction in smoking rates. In 1980, 40% of males and 28% of females aged over 18 smoked. By 2007, this had dropped to 21% and 18%, respectively. Describe **FIVE** strategies that could have been used to lead to the drop (20 Marks)
9. For a long time in country Y, the private hospitals have been charging exorbitant amount of money to their patients. The Y Government has decided to come up with a policy to regulate this vice. You have been invited to lead a policy development on this. Describe the process that you would take in policy formulation (20 Marks)