



**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 SECOND SEMESTER EXAMINATION MAY-AUGUST 2024**

**HMD 324: HEALTH PROMOTION**

**Date :** WEDNESDAY 14<sup>TH</sup> AUGUST 2024

**TIME :** Two (2) Hours

**INSTRUCTIONS TO CANDIDATES**

- 1) This exam is out of 70 marks
- 2) Section-A is compulsory with a Total of 30 marks
- 3) Answer any TWO (2) questions in Section B
- 4) DO NOT WRITE ON THE QUESTION PAPER

***Read carefully the additional instructions preceding each section.***

## **SECTION A: COMPULSORY (30 MARKS)**

1. Outline five objectives of health promotion (5marks)
2. Highlight the role of advocacy in the adoption of public health policies (4 marks)
3. List four social determinants and how they can be used in improving public health outcomes (4marks)
4. List four techniques of Monitoring and Evaluation (4marks)
5. Highlight the elements required for effective planning of a health promotion program (5 marks)
6. Outline the significance of the Ottawa Charter for Health Promotion (1986) in shaping modern health promotion practices (4 marks)
7. Outline the essential steps in conducting basic data analysis for a health promotion study (4marks)

## **SECTION B: ANSWER ANY TWO (2) QUESTIONS**

8.
  - a. Describe the process of developing audience-specific materials in health promotion (10marks)
  - b. With examples discuss four principles of health promotion and how they can be applied in a health program (10 marks)
9.
  - a. With examples compare the biomedical model and the socio-environmental model in the context of health promotion (10 marks)
  - b. Discuss five components of behavior change programs (10 marks)
10.
  - a. Discuss the steps involved in monitoring and evaluating a community health promotion intervention (5 marks)
  - b. Describe the key elements of a research design used to evaluate the effectiveness of a health promotion program (10 marks)