



**AMREF INTERNATIONAL UNIVERSITY  
SCHOOL OF PUBLIC HEALTH  
DEPARTMENT OF COMMUNITY HEALTH  
HIGHER DIPLOMA IN COMMUNITY HEALTH PRACTICE  
END OF MAY-AUGUST 2024 SEMESTER EXAMINATIONS**

**UNIT CODE:** HDCH 124

**UNIT NAME:** HEALTH PROMOTION

**DATE:** MONDAY 12<sup>TH</sup> AUGUST 2024

**TIME:** TWO HOURS

**START:** 4.30 PM **STOP:** 6.30PM

**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. This online exam shall take TWO Hours
4. All questions in Section A are compulsory and Answer any TWO questions in Section B
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 Test (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 for this exam on Tel. 0713498490 and or the Head of Department on Tel 0723742370
12. For adverse incidences please write an email to: [amiu.examinations@amref.ac.ke](mailto:amiu.examinations@amref.ac.ke)

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

1. Differentiate Health Promotion and Health Education. **(3 marks)**
2. Identify any six prerequisites for health promotion explained in the Ottawa Charter. **(3 marks)**
3. Name the international health promotion conference where the Ottawa Charter was re-examined. **(3 marks)**
4. Outline the five (5) action areas of health promotion. **(5 marks)**
5. Briefly explain why applying the three levels of disease prevention is essential in health promotion interventions. **(6 marks)**

**SECTION B: Long Answer Questions (LAQs): Answer any TWO questions (40 marks)**

6. The Biomedical Model approach dominates the organisation and delivery of health services.
  - a. Discuss the advantages and disadvantages of the biomedical model in the organisation and delivery of community-based health promotion services. **(10 marks)**
  - b. Explain the advantages of combining biomedical and behavioural health promotion approaches to address hypertension in the community. **(10 marks)**
7. Discuss how you would use the diffusion of innovation theory to introduce and promote new water treatment technology uptake in a community where many people are reluctant to adopt new technologies. **(20 marks)**
8. Discuss how the five health promotion action areas are essential for improving interventions. **(20 marks)**