



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

UNIT CODE: CHP 222

UNIT NAME: HEALTH PROMOTION

DATE: MONDAY 12TH AUGUST 2024

TIME: TWO HOURS

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

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 (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. -----
and or the Head of Department on Tel 0723742370
12. For adverse incidences please write an email to: amiu.examinations@amref.ac.ke

SECTION A: COMPULSORY QUESTIONS (20 MARKS)

1. Highlight FOUR differences between health education and health propaganda(4marks)
2. Identify the THREE phases of behavior change of any community (3marks)
3. Communication being the process of exchanging ideas, feelings and information, it is a very important process in health promotion. Highlight SEVEN components of communication process. (3.5 marks)
4. Information Education Communication (IEC) in health is a broad term comprising a range of approaches and activities whose part of it being health communication intends to cater different needs in the community. Identify FOUR functions of health communication (4marks)
5. Outline the FOUR well-known approaches to health education as they are applied in today's health promotion activities or programs (4marks)
6. Identify THREE main communication challenges during health promotion activities (1.5marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

7. Health promotion is not directed against any particular disease, but is intended to strengthen the health of the host through a variety of approaches (interventions). Explain FOUR main Health promotion interventions (approaches) as they are applied in public or community health activities (20marks)
8. Health education programmes in any community/country undergo a series of scientific and sequential steps for them to be successful. Using TB program as an example briefly explain at least 5 steps to be undertaken while planning, organizing, implementing and evaluating health education programmes (20marks)
9. UNICEF was implementing a five-year TB/HIV health promotion project in a certain community but during year 3 of the project implementation, the project was terminated by the donor following the midterm project evaluation that had been carried out. This was because the organization did not abide by principles of health education during project implementation. Explain TWELVE principles of Health Education as they are applied in health promotion activities, projects or programs (20 marks)