



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 DECEMBER 2024

HMD 311: Communication & Advocacy in Health

DATE: December 2ND 2024

TIME: Two Hours Start: 4.30pm Finish: 6.30pm

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. Answer All Questions in Section A
3. Answer Any TWO Questions in Section B
4. The exam shall take 2 Hours
5. DO NOT WRITE ON THE QUESTION PAPER

SECTION A: SHORT ANSWER QUESTIONS

ANSWER ALL QUESTIONS - 30 MARKS

1. Identify four objectives of Health Communication (4marks)
2. State any six advocacy strategies in health (6 marks)
3. a) Identify four key skills required in organising and managing stakeholder meetings effectively? (4 marks)
b) List six steps in the health advocacy process (6 marks)
4. a) List four benefits of awareness creation in health communication (4 marks)
b) Name any six strategies for promoting healthy lifestyles as part of behaviour change and communication in health (6marks)

SECTION B: LONG ESSAY QUESTIONS

ANSWER ANY TWO (2) QUESTIONS (40 MARKS)

1. Explain five communication issues in management of health facilities and programmes (20 marks)
2. You have been tasked with an assignment of leading advocacy planning for your health sector institution/ organization.
 - a) Identify the critical issue that needs to be addressed (5 marks)
 - b) Develop a layout that will feed into your advocacy plan (15 marks)
 - c) Explain five challenges in health communication and advocacy (20 marks)