



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
DIPLOMA IN COMMUNITY HEALTH
END OF SEMESTER EXAMINATION DECEMBER 2024**

UNIT CODE: DCHP 235

UNIT NAME: ADVOCACY IN COMMUNITY HEALTH

DATE: TUESDAY 3RD DECEMBER, 2024

TIME: TWO HOURS **START:** 11.15AM **FINISH** 1.15PM

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. Any aspect of cheating detected during and or after the exam administration will lead to disciplinary measures.

SECTION A: ANSWER ALL QUESTIONS (20 MARKS)

1. Highlight three characteristics of advocacy (3 Marks)
2. Outline two important outcomes of effective communication in personal life. (2 Marks)
3. State two considerations in developing a grassroots strategy for effective advocacy. (2 Marks)
4. Outline three characteristics of healthcare/patient advocacy. (3 Marks)
5. Highlight two benefits of social mobilization. (2 Marks)
6. Differentiate between primary audience and secondary audience (4 Marks)
7. Differentiate between traditional community engagement and digital community engagement. (4 Marks)

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

8. Social mobilization requires community involvement and support. Discuss five characteristics of each of the following types:
 - a) Pragmatic social mobilization. (10 Marks)
 - b) Activist social mobilization. (10 Marks)
9. In relation to effective social mobilization, explain the following:
 - a) Five key skills necessary to meet community needs. (10 Marks)
 - b) Five skills needed by mobilizers. (10 marks)
10. Using examples, describe the steps of each of the following aspects of advocacy in community health:
 - a) Five steps of action cycle of community mobilization. (10 Marks)
 - b) Five steps of community mobilization. (10 Marks)