



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC HEALTH SYSTEMS MANGEMENT AND DEVELOPMENT
END OF FIRST SEMSTER EXAMINATION JANURY-APRIL 2026

HMD 324: HEALTH PROMOTION

TIME: Two (2) Hours

DATE: April 2026 **Start:** **Stop:**

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

Read carefully the additional instructions preceding each section

SECTION A: ANSWER ALL QUESTIONS (30 Marks)

1. Highlight two components of health promotion. (2 marks)
2. State two reasons why community participation is essential in health promotion. (2 marks)
3. List four key principles highlighted in the Bangkok Charter for health promotion. (2 marks)
4. Identify three areas of focus in the Bangkok Charter. (3 marks)
5. Outline five key determinants that influence individual and population health. (5 marks)
6. State two benefits of using a settings-based approach in health promotion. (2 marks)
7. Identify three behaviour change models commonly applied in designing health promotion interventions. (3 marks)
8. List four characteristics of an effective health promotion programme. (4 marks)
9. Differentiate between behavioural and socio-environmental approaches to health promotion. (2 marks)
10. Highlight five reasons for conducting a needs assessment in health promotion planning. (5 marks)

SECTION B: LONG ANSWER QUESTIONS: ANSWER ANY TWO (2) QUESTIONS (40 Marks)

11. A peri-urban community in Kenya has recorded a steady rise in obesity, hypertension, and type 2 diabetes among adults aged 25–50 years. Health workers report low levels of physical activity, high consumption of processed foods, limited awareness of healthy diets, and inadequate public spaces for exercise.
 - a. Discuss four key possible determinants contributing to the rise of NCDs in this community. (8 marks)
 - b. Explain three ways you would apply the socio-ecological model to design an appropriate intervention. (12 marks)
12. Assume you have been assigned to lead a school-based programme to reduce teenage pregnancy in a rural county.

Discuss how you would apply the five action areas of the Ottawa Charter to design and implement the program. Provide practical examples for each action area. (20 marks)

13. a. Discuss four strengths and limitations of the behavioural approach to health promotion. (10 marks)

b. Explain four reasons why integrating behavioural, socio-environmental, and biomedical approaches can improve outcomes in the prevention and control of lifestyle-related diseases. (10 marks)

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