



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 MAY-AUGUST 2026
HMD 232 PUBLIC HEALTH RELATIONSHIP IN HEALTH

TIME: Two Hours

Date : 10th AUGUST 2026

TIME : Two (2) Hours Start-----5:30PM-----End...7:30 PM.....

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

Q1. Outline two importance of public relations in enhancing the reputation and effectiveness of healthcare organizations. (5Marks)

Q2. identify five historical development of public relations practices in modern healthcare institutions. (5Marks)

Q3. State the significance of ethical principles in guiding public relations activities within the health sector. (5Marks)

Q4. Differentiate between internal and external publics and explain their importance in healthcare public relations. (5Marks)

Q5. Outline two communication theories can be used to shape public opinion in healthcare. (5Marks)

Q6. identify five roles of media relations in promoting accurate health information and public awareness. (5Marks)

Section B

Q7.

Context: Read the following case study carefully and answer the questions that follow.

Case Study: Rebuilding Trust at St. Jude Medical Centre

St. Jude Medical Centre, a prominent regional teaching hospital, recently faced a severe operational crisis. Over three days, a failure in the hospital's electronic health records (EHR) system led to significant delays in emergency room admissions, canceled elective surgeries, and medication distribution errors. While no critical clinical injuries occurred, several patient families shared their frustrating experiences on social media, sparking negative local news coverage and widespread community panic.

Public confidence in the hospital's safety standards dropped sharply, resulting in a 20% decline in elective procedure bookings over the following month. Internal staff morale also plummeted due to the intense public scrutiny.

The hospital's executive board recognized that technical fixes alone would not solve the problem. They immediately tasked their Public Relations (PR) department with managing the reputational damage, rebuilding strong community ties, and repairing the fractured relationships with their long-term patients and healthcare consumers.

Based on the case study provided:

a. Discuss five distinct roles that the Public Relations department must execute to effectively navigate St. Jude Medical Centre through this crisis and support its organizational objectives. [10 Marks]

b. Formulate and discuss two effective public relations strategies that St. Jude Medical Centre can implement to fundamentally improve and sustain its customer relationships moving forward. [10 Marks]

Q8. Prepare a press release to handle bad publicity that SHA is currently facing.
(20Marks)

Q9. Evaluate the effectiveness of at least one communication theories and models one in influencing public opinion and promoting positive health behaviors. Use examples from healthcare communication campaigns. (20Marks) hint-one theory and model is sufficient.