



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
END OF MAY-AUGUST SEMESTER EXAMINATION 2026

HMD 324: Health Promotion (Main Exam Paper)

TIME: Two (2) Hours

DATE: 10th AUGUST 2026

Start: 5:30 PM

Stop: 7:30PM

INSTRUCTIONS TO CANDIDATES

- 1) This paper has Sections A and B
- 2) The examination paper is out of 70 marks
- 3) Answer ALL questions in Section A
- 4) For Section B, answer any two (2) questions of your choice
- 5) Use the university examination booklets provided
- 6) Write your student registration number on all your answer sheets
- 7) Only use the official AMIU answer sheet

Read carefully the additional instructions preceding each section

SECTION A: SHORT ANSWER QUESTIONS. ANSWER ALL QUESTIONS

(30 Marks)

1. Identify two issues raised in the Lalonde Report (1974) that are linked to the development of the health promotion concept. (2 marks)
2. Describe two ways in which health promotion contributes to improving public health outcomes. (3 marks)
3. Explain any three principles of health promotion. (3 marks)
4. Identify two outcomes of the Alma-Ata Declaration. (2 marks)
5. Highlight three determinants of health. (3 marks)
6. Differentiate between behavioural and socio-environmental models. (4 marks)
7. Outline any two behaviour change theories. (2 marks)
8. Describe three steps in planning a health promotion programme. (3 marks)
9. Identify two characteristics of effective health promotion interventions. (2 marks)
10. Differentiate monitoring from evaluation. (2 marks)
11. State two ethical considerations in health promotion. (2 marks)
12. Explain the three primary health promotion strategies. (3 marks)

SECTION B

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

13. Discuss the eight (8) steps in designing a health promotion programme. (20 marks)
14. Case Scenario: A rural community in Kenya is experiencing a high prevalence of malnutrition among children under five years. Available evidence attributes this situation to factors such as widespread poverty, low levels of maternal education, and poor sanitation practices. (20 Marks)

Using the information provided:

- a) Analyse FOUR (4) key determinants of health contributing to child malnutrition in this community. (8 marks)
- b) Design FOUR (4) appropriate health promotion interventions that could address the identified problem. (8 marks)
- c) Appraise TWO (2) potential challenges that may affect the successful implementation of these interventions. (4 marks)

15. Design a health promotion intervention to reduce alcohol use among youth. Illustrate how you would apply four behaviour change theories or approaches. (20 marks)

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