



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 311 COMMUNICATION & ADVOCACY IN HEALTH

Date : 12th August 2026

TIME : Two (2) Hours Start-----5:30 pm-----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: Short Answer Questions (Answer ALL)

1. Define health literacy. (1 mark)
2. Describe the SBAR framework and explain each of its four components. (4 marks)
3. Describe the four major types of communication used in healthcare and explain how each supports coordination, patient care, and teamwork. (4 marks)
4. With practical examples, explain how the biomedical and biopsychosocial models of care influence communication between health workers and patients. (6 marks)

5. Define a difficult clinical conversation and outline four factors that can make a clinical conversation difficult. (4 marks)
6. Define advocacy and describe four key actions involved in effective advocacy. (4 marks)
7. Discharge instructions must be clear, practical, and safe. List seven key areas that discharge instructions should cover. (7 marks)

Section B: Long Answer Questions (Answer TWO Questions)

1. Informed consent is not just about obtaining a signature but a communication process. Explain, with examples, the key information a patient should be given during informed consent. (20 marks)
2. As a health promotion expert, you have been invited to support efforts to increase HPV vaccination uptake. Develop an advocacy plan that highlights the key components to include. (20 marks)
3. Communication has evolved rapidly in recent years. Discuss the impact of recent changes in communication on healthcare delivery, using relevant examples. (20 marks)