



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH
END OF SEMESTER EXAMS JAN-APRIL 2025**

COURSE CODE: CHP 215

COURSE TITLE: BEHAVIOR CHANGE COMMUNICATION

DATE: APRIL 2025

TIME: 2 HOURS START----- STOP-----

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections
Section A: Compulsory Question (30 marks)
Section B: Long Answer Questions (40 marks)

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

1. Using ecological model, state four ways in which the environment influences an individual behaviour change. (4 Marks)
2. Outline four principles to be considered when designing Social Behaviour change communication. (4 Marks)
3. State five constructs on social behaviour change communication (SBCC) (5 Marks)
4. State three main factors that influence behaviour (3 Marks)
5. Outline five importance of behaviour change communication (5 Marks)
6. List four ways in which advocacy influence behaviour change adoption and sustainability. (4 Marks)
7. Explain five stages of behaviour change (5 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

8. Select any programme implemented at your workplace or by your government within the last 5 years on behaviour change communication.
 - a. Explain three challenges of implementing the program (3 Marks)
 - b. Discuss three Social Behaviour Change Communication (SBCC) strategies employed in programme implementation (9 Marks)
 - c. Explain one theory which the program will be anchored on (8 marks)
9. Monitoring and evaluation of Social Behaviour Change Communication (SBCC) program is essential step for feasibility and effectiveness.
 - a. Explain monitoring and evaluation in behaviour change communication. (4 Marks)
 - b. Explain four importance of participatory monitoring and evaluation of SBCC programmes. (16 Marks)
10. You have been tasked to design a Social Behaviour Change Communication (SBCC) at Tesa health center on Diabetes care and management.
 - a. Describe four indicators of your SBCC programme (8 Mark)
 - b. Design a Social Behaviour Change Communication (SBCC) pamphlet for Tesa health centre. (12 Marks)