



AMREF INTERNATIONAL UNIVERSITY

SCHOOL OF PUBLIC HEALTH

**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
END OF JANUARY-APRIL SEMSTER 2025 EXAMINATION**

UNIT CODE: HMD 311 **UNIT NAME:** COMMUNICATION AND ADVOCACY IN HEALTH

DATE: 8TH APRIL 2025

TIME: Two Hours

Start: 9h:00

Finish: 11h00

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: SHORT ANSWER QUESTIONS COMPULSORY (30 Marks)

QUESTION ONE

Define the following concepts:

- a) Community Organizing (2 Marks)
- b) Community/Social Mobilization (2 Marks)
- c) Advocacy (2 Marks)
- d) Communication (2 Marks)
- e) Lobbying (2 Marks)

QUESTION TWO

- i. Highlight the four main **Advocacy roles**. (4 Marks)
- ii. Explain any 6 Steps in the development of an **Advocacy Plan**. (6 Marks)

QUESTION THREE

- i. With relevant examples, briefly discuss any 4 **Digital Advocacy Tools**. (4 Marks)
- ii. Outline the Three main **types of Lobbying**. (6 Marks)

SECTION B - ANSWER ANY TWO (2) QUESTIONS (40 Marks)

QUESTION FOUR

- i. Give an example of a SMART Communications Strategy aimed at raising awareness about the negative health consequences of Female Genital Mutilation (FGM) (10 Marks)
- ii. Discuss any Five Common Communication Channels and Their Uses. (10 Marks)

QUESTION FIVE

- i. With relevant examples, briefly discuss Five Action Steps under Advance Preparation and Encouraging Participation in Meetings. (10 Marks)
- ii. What are the Five Factors to be taken into account in developing an Advocacy Strategy (10 Marks)

QUESTION SIX

- i. Describe Five Steps of Advocacy Processes in Health (10 Marks)
- ii. Discuss Factors that hinder Community Development and how to overcome (10 Marks)