



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
MASTER OF PUBLIC HEALTH
END OF SEMESTER 2 MAIN EXAMINATION

UNIT CODE: MSH 717 **UNIT NAME:** HEALTH PROMOTION PRACTICE
DATE: 12TH AUGUST 2026
TIME: Three Hours **Start:** 5:30PM **Finish:** 8:30 PM

INSTRUCTIONS

1. This exam is marked out of 100 marks
2. This Examination comprises TWO Sections
 Section A: Compulsory Question (25 marks)
 Section B: Long Answer Questions (75 marks)

SECTION A: COMPULSORY (25 Marks)

(a) Define the following terms as used in health promotion. (5 Marks)

- i. Health Promotion
- ii. Health Education
- iii. Health Literacy
- iv. Advocacy
- v. Behaviour Change Communication

(b) Discuss five principles of health promotion and illustrate how each principle can be applied within a school health programme. (10 Marks)

(c) A secondary school in Kijani County has reported increasing cases of obesity, alcohol use among adolescents, poor hand hygiene, and rising mental health problems. Using the Health Promotion Process, describe the steps you would follow to develop an effective school health promotion programme. (10 Marks)

SECTION B (Set 5 Questions)

ANSWER ANY THREE (3) QUESTIONS (75 Marks)

Question Two (25 marks)

Discuss the contribution of the following international conferences to the evolution of modern health promotion practice:

- (a) Alma-Ata Declaration (1978)
- (b) Ottawa Charter (1986)
- (c) Adelaide Conference (1988)
- (d) Jakarta Conference (1997)
- (e) Helsinki Conference (2013)

Explain the relevance of these conferences to school health programmes in Kenya.

Question Three – (25 marks)

(a) Compare and contrast the Biomedical Model, Biopsychosocial Model, Behavioral Model, Socio-ecological Model and Health Promotion (Pender) Model. (15 Marks)

(b) Recommend the most appropriate model for reducing adolescent substance abuse in secondary schools and justify your choice. (10 Marks)

Question Four (25 Marks)

You have been appointed as a Health Promotion Officer to design a school-based intervention aimed at reducing teenage pregnancy.

- (a) Discuss the key stages involved in planning the intervention. (10 Marks)
- (b) Explain strategies for developing effective health literacy materials. (5 Marks)
- (c) Discuss the role of advocacy in influencing school health policy. (5 Marks)
- (d) Describe measures for ensuring sustainability of the intervention. (5 Marks)

Question Five (25 Marks)

Monitoring and evaluation are essential components of successful health promotion programmes.

- (a) Discuss the importance of monitoring and evaluation. (5 Marks)
- (b) Describe the major components of a monitoring and evaluation framework. (8 Marks)
- (c) Explain methods used to evaluate health promotion programmes. (6 Marks)
- (d) Discuss the key elements of an effective evaluation report. (6 Marks)

Question Six (25 Marks)

Community participation is central to successful health promotion.

- (a) Discuss the importance of community participation. (8 Marks)
- (b) Explain barriers to effective community participation. (7 Marks)
- (c) Discuss strategies for improving participation and programme ownership. (10 Marks)

