



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

REGINA PACIS INSTITUTE OF HEALTH SCIENCES

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

FACULTY OF SCIENCES

DEPARTMENT OF COMMUNITY HEALTH

REGULAR PROGRAMME

CHD 226: HEALTH PROMOTION AND IEC

Date: DECEMBER 2019

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and ANY other TWO Questions

SECTION A: Answer All Questions

- Q1. a) i) Explain the importance of health promotion in community health practice. **(2 Marks)**
- ii) Using example(s) explain the importance of health promotion theories and models when planning intervention programs to address health problems **(2 Marks)**
- b) Using examples explain the two main approaches applicable to health promotion **(4 Marks)**
- c) Using illustrative diagram, outline the six stages of Transtheoretical Model also referred to as stages of behavior change model, which explains an individual's readiness to change behavior, and give an example. **(6 Marks).**
- d) State any six skills necessary for community mobiliser for effective mobilization of community activities. **(6 Marks)**

- e) Explain effective Communication as used in health promotion (2 Marks)

Marks)

Answer

- f) Outline the importance of Information Education and Communication (IEC) in promoting health (2 Marks)

Marks)

- g) State any four principles of effective teaching and any two principles of effective learning. (6 Marks)

Marks)

SECTION B: Answer TWO Questions Only, Question 2 is compulsory and any OTHER

- Q2. Read the following questions
- a. Explain the meaning of behavior change communication as applied in health (2 Marks)
- b. Using examples explain any four main IEC approaches you can use in an HIV/AIDS campaign (8 Marks)

Marks)

- c. Assume you are a Health Promotion Practitioner tasked to plan a behavior change campaign programme to address specific community health problem such a diarrheal disease. Using examples, describe the process you would follow in planning the behavior change program stating clearly the key steps involved. (10 Marks)

Marks)

- Q3. Read the following questions
- a) Explain any two applications of Health Belief Model (HBM) in predicting behavior change in health promotion (4 Marks)

Marks)

- b) Explain any four reasons for using PRECEDE-PROCEED model in design of health promotion interventions/programmes (8 Marks)

(8 Marks)

- c) Discuss any four essential strategic planning steps for effective health Communication (8 Marks)

(8 Marks)

- Q4. Read the following questions
- a) Explain Social Cognitive Theory as applied in health promotion (2 Marks)

(2 Marks)

- b) Explain any four basic elements of communication theory
(8 Marks).
- c) Using an example of a health promotion innovation describe the five stages of the adoption process of the health promotion innovation.
(10 Marks)

END