

Paper

TECHNICAL UNIVERSITY OF MOMBASA
FACULTY OF APPLIED AND HEALTH SCIENCES
DEPARTMENT OF ENVIRONMENT & HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN COMMUNITY HEALTH
BSEH 16J/YEAR2/ SEMESTER1

AEH 4203 : HEALTH EDUCATION AND PROMOTION

SEMESTER EXAMINATION
SERIES : APRIL/MAY 2016
TIME: 2 HOURS

Instructions to Candidates

This paper consists of FIVE questions

Answer question ONE (COMPULSORY) and any other TWO questions.

This paper consists of two printed pages.

Question One

- a) Define environment health:- according to WHO 1989 **(4 marks)**
- b) List four environmental settings that exposure can occur:- **(4 marks)**
- c) Describe Health Promotion evaluations **(4 marks)**
- d) The Ottawa charter identifies three basis strategies for health promotion list them:-
(3 marks)
- e) Explain the difference between :- individuals and community empowerment:-
(4 marks)
- f) Differentiate between health promotion and disease prevention:- **(4 marks)**
- g) List the predisposing factors affecting human behaviours:- **(4 marks)**
- h) Describe the value of group education:- **(3 marks)**

Question two

- a) “Interventions studies have shown that good social relations and providing social support can reduce the psychological response to stress and can improve patient recovery rates from several different conditions” Discuss the main direction for action and policy intervention. **(12 marks)**
- b) The Sundsvall conference identified four key public Health action strategies to promote the creation of supportive environments at community level disease. **(8 marks)**

Question three

With the help of a diagram explain the necessary background for understanding the specifications and difficulties of the health promotion evaluation logic model. **(20 marks)**

Question Four

- a) Discuss the Health prevention technology:- **(10 marks)**
- b) Discuss the difference between enabling means and mediating in Health promotion strategies. **(10 marks)**

Question five

You are the health promoter in a village in Kenya. Explain how you will apply the communication stages in health education and health promotion:- **(20 marks)**

MARKING SCHEME PAPER 2

AEH 4203 HEALTH EDUCATION & PROMOTION

Question One

- a) Define environment Health according to WHO 1989.
- WHO (1989) defined environmental health and comprising those aspects of human health and disease that are determined by factor's in the environment.
 - It also refers to the theory and practice of assessing and controlling environment factors' that were the potential to affect health. **(4marks)**
- b) List four environmental settings that exposure can occur:-
- Homes
 - Kindergartens & schools
 - Working place
 - Outdoor environments (playgrounds, recreational areas, roads etc.)
 - In door recreational, hobby, entertainment environments.
 - Shopping centers
 - Industrial, urban on rural settings. **(4marks)**
- c) What is Health promotion evaluations:-
- Evaluation of health promotion intervention is a systematic examination and assessment of process and outcomes of a health promotion intervention is order to produce information for further improvement. **(4marks)**
- d) The Ottawa charter identifies three basic strategies for health promotion list them:-
- Advocacy
 - Enabling
 - Mediating **(3marks)**
- e) Explain the difference between individuals and community empowerment:-
- Individual empowerment refer's primarily to the individuals ability to make decision and have control over their personal life.

- Community empowerment involves individual acting collectively to gain greater influence and control over the determinants of health community, and is an important goals is community action for health. **(4marks)**
- f) Differentiate between health promotion and disease prevention:-
- Health promotion strategies relate to individual life style, which has a powerful influence over area's longer term health, and are used to promote and maximize health.
 - Disease prevention services include counseling, screening, immunization and chemo prophylactic interviews for individuals in clinical settings. These services are intended to prevent further illness **(4marks)**
- g) List the predisposing factor's affecting human behaviours:-
- Knowledge
 - Belief
 - Attitudes
 - Values
- (4marks)**
- h) Mention the value of group education:-
- In a group are can find the support and encouragement needed to promote and mention healthy practices.
 - It permits sharing of experience and skills
 - Working in groups makes it possible to pool the resources of all member's
 - Working in groups makes it economic in nature e.g Digging of a well. **(3marks)**
- 1 mark for any three correct answers.

Question two

- a) Intervention studies have shown that good social relations and providing social support can reduce the psychological response to stress and can improve patient recovery rates from several different condition. Discuss the main direction for action and policy intervention:-
- Reducing social and economic inequalities and reducing social exclusion can lead to greater social cohesiveness and better standards of health.

- Improving the social environment in schools in the workplace and in the community more widely will help people feel valued and supported in more areas of their lives and will contribute to their health, especially their mental health.
- Designing facilitates to encourage meetings and social interaction in communities could improve mental health.
- In all areas of both personal and institutional life, practices that cast some as socially inferior or less valuable should be avoided because they are socially divisive.

(12marks)

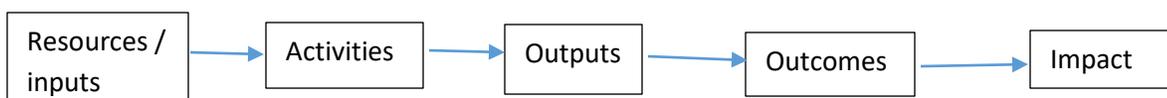
b) The Sundsvall conference identified four key public health action strategies to promote the creation of supportive environments at community level. Discuss

- Strengthening advocacy through community action, particularly through groups organized by women.
- Enabling communities and individuals to take control over their health and environment through education and empowerment.
- Building alliance for health and supportive environments in order to strengthen the cooperation between health and environmental campaigns and strategies.
- Mediating between conflicting interests in society in order to ensure equitable access to supportive environments for health.
- In summary empowerment of people's and community participation were seen as essential factors in a democratic health promotion approach and the driving force for self-reliance and development.

(8marks)

Question three

With the help of a diagram explain the necessary background for understanding the specificities & health promotion evaluation logic model:



The term understanding is the following:-

- Resource /inputs – resource . inputs include the human, financial , organizational and community resources available for doing the work.
- Activities : are what the interventions does with the resources in order to reach the intended results.
- Results :- the term results includes all of the interventions desired results (outputs , outcomes and impacts)
- Outputs :- of program activities and may include types levels and targets of services to be delivered by the program.
- Outcomes are the specific changes in program participants behavior, knowledge, skills , status and level of function short term outcomes should be attainable within 1 – 3 years, while longer terms outcomes should be achievable within a 4- 6 years’ time frame.
- The logical progression from short term to long term outcomes should be reflected in impact occurring within, about 7 – 10 years.
- Impact:- it’s the fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities within 7-10 years. IT is often occurs after the program intervention ends. (20marks)

Question four

- a) Discuss the health promotion technology:-
- The best developed amongst health promotion’s technologies is setting’s based action settings are ubiquitous in our lives as they are the physical and social environments within which we carry out our daily activities and settings themselves can influence our health directly and indirectly.
 - The technology of health promotion in settings includes participative processes that help organizations decide on and implement their policies..
 - Use research – derived evidence to inform policy development
 - Undertake routine measurement of progress and outcomes.
 - The examples of Health promotion in settings are healthy city, Health promoting schools, health promoting hospitals etc. (10marks)

b) Discuss the difference between enabling means and mediating in health promotion strategies:-

- Enabling means “taking action in partnership with individuals or groups to empower them, through the mobilization of human and material resources to promote and protect their health.
- The Ottawa charter focuses on enabling all people to achieve their fullest health potential in order to take control of those things which determine their health. People are acknowledged as the main health resource.
- The most important goal of all health promotion activities is to support and enable people to keep themselves healthy, as well as their families and friends through financial and other means.
- Health promotion activities have to turn to the community as the essential voice in matters of health, living conditions and well-being.
- Mediating is a process through which the differing interests (personal, social economic) of individuals and communities and different sectors (public & private) are reconciled in ways that promote and protect health.
- Politicians, professional and health personnel have a major responsibility to mediate between differing interests in society for the pursuit of Health.
- Health promoting action programmes are to create supportive environments – which means to generate living and working conditions that are safe, stimulating, satisfying and enjoyable by active participation of all people who are involved and addressed.
- To strengthen community actions is the heart of this process that can be called, empowerment to destiny. Of communities their ownership & control of their own endeavors.

Question five

a) Explain the communication stages in health education and health promotion.

- In health education and health promotion we communicate for a special purpose.
- To promote improvements in health through the modification of the human, social and political factors that influence behaviours. **(2marks)**

- To achieve these objectives, a successful communication must pass through several stage:-

1) Stage 1 reaching the intended audience:-

- Communication cannot be effective unless it is seen or heard by its intended audience. A common cause of failure is preaching to the converted. E.G. posters placed at the health post or talks given at the antenatal clinics. These only reached the people who attend the services and are already motivated. But the groups are trying to reach may not attend clinics, nor have radios or newspaper's , communications should be directed where people are going to see them or hear them.
- This requires studying your intended audience to find out where they might see posts, what their listening and readings habits are.

2) Stage 2 Attracting the audience's attention

Any communication must attract attention so that people will make the effort to listen /read it. At any one time we receive a wide range of information from each of our five senses – touch, smells vision, hearing and taste, it is impossible to concentrate on all these at the same time.

Attention is process by which a person selects part of this complex moistures to focus on (i.e. to pay attention to) while ignoring others for the time being.

Examples of communication failures at this stage are:-

- Walking past he poster without bothering to look at it.
- Not paying attention to the health to the health talk or demonstration at the clinic
- Turning off the radio program or switching over.
- a) Physical characteristics
 - Size e.g. size of the whole poster.
 - Intensity – bold reading is a sentence
 - High pitched sounds e.g police sirens
 - Color – primary color's such and res and yellow.
 - Pictures – photographs and drawing.

b) Motivational characteristics

- Novelty – an unusual features unfamiliar and surprising objects
- Interest – felt needs of audience
- Entertainment and humor

3) Understanding the message (perception)

Once a person pay's attention he/she then tries to understand it is a highly subjective process i.e . two people may hear the same radio programme and interprets the message quite differently from each other and from the meaning intended by the sender.

Misunderstandings can easily take place when complex language, unfamiliar technical wound

4) Stage 4 promoting change (acceptance)

A communication should not only be received and understood it should be believed and accepted. It is easier to change beliefs when they have been acquired only recently and when its effects can be easily demonstrated.

5) Stage five :-

Producing a change is behavior:

A communication may result is a change is belief's and attitudes but still may not influence behavior. This can happen when the communication has not been targeted at the belief that has the most influence on the person's attitude to the behavior, pressure from other people is the family or community and lack of enabling factor's.

6) Improvement is health:-

Improvements is health will only take place if the behvaiours have been carefully selected so that they really do influence, health. If your message are based on outdated and incorrect ideas, people could follow your advice but their health would not improve – need accurate advice.

Total = 18marks (three marks for any explained (point))