

**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  
BSCH 14S/YEAR2/ SEMESTER2**

**ACM 4203: Community Health Education and Communication**

**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.***

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**Question One**

- a) Differentiate between health education and health communication (4marks)
- b) Mention four benefits of community participation (4marks)
- c) As a health education state four advantages of how visits (4marks)
- d) Distinguish the characteristics of culture (4marks)
- e) (i) What is training? (2marks)  
(ii) Mention two different types of training (2marks)
- f) Explain the four common communication approaches (4marks)
- g) Different between behavior and lifestyle (4marks)
- h) Define environment in relation to health education assessment. (2marks)

**Question Two**

- a) You are in charge of CHAKAMA programme, people have decided that health is their priority needs. What will be your educational objectives as part of control programme. **(10marks)**
- b) After carrying out the CHAKAMA objectives explain how you will evaluate the programme **(10marks)**

### **Question Three**

- a) Discuss the behavior change model / theories citing health examples. **(12marks)**
- b) Explain the social mobilization process in your community (8marks) (two marks for any explained answers)

### **Question four**

- a) You have just finished a need assessment training for CHEW'S at Kwale county. Discuss the steps of evaluation that you used **(10marks)**
- b) Identify the possible barriers in your locality that you think could affect effective communication in the process of promotion of family planning services. **(10marks)**

### **Question Five**

Explain the basic principles of ethics in health education. **(20marks)**