



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Applied & Health Sciences

DEPARTMENT OF ENVIRONMENT AND HEALTH SCIENCES

UNIVERSITY EXAMINATION OF DEGREE OF
BACHELOR OF SCIENCE COMMUNITY HEALTH
(BSCH) (13 J)

ACM: 4203 COMMUNITY HEALTH EDUCATION AND

SEMESTER: END OF SEMESTER EXAMINATIONS

SERIES: APRIL/MAY, 2014

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

-This paper consists of **FIVE** questions
-Answer questions **ONE (COMPULSORY)** and any other **TWO** questions.
This paper consists of **THREE PRINTED** pages

QUESTION ONE (COMPULSORY)

- a) State the meanings of the terminologies (4 marks)
- (i) Health Education
(ii) Health promotion
- b) State strategies used to improve communication with illiterate person. (4 marks)
- c) Briefly explain the individual perceptions of the health belief model. (4 marks)
- d) Explain **FOUR** benefits of community participation in the achievements of health education programs. (4 marks)
- e) Explain **FOUR** roles of mass media in health promotion. (4 marks)
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- f) Outline good reason for using PRECEDE-PROCEED model in health promotion. **(4 marks)**
- g) State **TWO** factors that make communication attract attention in community health education. **(2 mark)**
- h) Describe the components of community health education. **(4 marks)**

QUESTION TWO

The PRECEDE-PROCEED model applies a medical perspective to public health even though its focus is health promotion rather than treatment of a disease. Just as a medical diagnosis precedes treatment, the model assumes that a reaching diagnosis should precede a public health intervention. Discuss. **(20 marks)**

QUESTION THREE

- a) Describe the strategies which can be applied in behavior change. **(10 marks)**
- b) Explain the purposes of communication tools and media in health education and promotion. **(10 marks)**

QUESTION FOUR

- a) Discuss the principles of health education. **(10 marks)**
- b) Explain the Health promotion model for change. **(10 marks)**

QUESTION FIVE

Many public health professional first exposure to a social marketing model has likely been through a marketing process wheel which was introduced to social marketing by 'Novelli in 1984'. Discuss the stages in this process model. **(20 marks)**