



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF BACHELOR IN PUBLIC HEALTH

FIRST SEMESTER, 2021/2022

(FEBRUARY - JUNE, 2022)

PHES 310: HEALTH PROMOTION

STREAM: Y3 S1

TIME: 3 HOURS

DAY: WEDNESDAY, 9:00 – 12:00 P.M.

DATE: 11/05/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer ALL questions in section A and TWO questions in section B.***

SECTION A

SHORT ANSWER QUESTIONS (30mrks)

1. Differentiate between health promotion and health education [2 Marks]
2. Name five theories of behavior change [5 Marks]
3. Outline five methods of health education [5 Marks]
4. Briefly explain the concept of social marketing [3 Marks]
5. Outline five types of information education and communication (IEC) materials [5 Marks]
6. State five principles of effective health communication [5 Marks]

7. Outline FIVE key action areas identified by the Ottawa Charter on health promotion [5 Marks]

SECTION B

LONG ESSAY QUESTIONS (40marks)

Answer Question ONE and Any Other Question between 2 And 3

1. Discuss the main types of media used in health communication stating their uses, examples and advantage and disadvantages [20 Marks]
2. You have learned from media reports that drug abuse is rampant teenagers in your community. As a health promoter, describe in detail the actions you will undertake to tackle the problem. Include details of theories and models you will apply in the course of your actions [20 Marks]
3. You have been chosen to lead the development of a health promotion program to tackle obesity among young adults. Describe the components of the program giving details of activities in each component [20 Marks]