



**UNIVERSITY EXAMINATIONS**  
**FOURTH YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF**  
**BACHELOR OF ARTS IN COMMUNICATION AND MEDIA**  
**FIRST SEMESTER 2022/2023**  
**[SEPTEMBER-DECEMBER, 2022]**

**COMM 455: HEALTH COMMUNICATION**

**STREAM: Y4S1**

**TIME: 2 HOURS**

**DAY: WEDNESDAY, 3:00 – 5:00 PM**

**DATE: 16/12/2022**

**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

**QUESTION ONE (30 MARKS)**

The focus of health communication is on specific health-related interactions by which individuals ascribe meaning to their experiences, their efforts to share such meanings and adapt behavior appropriately, and on the factors that influence this interaction.

- Discuss the role of health communication in an HIV/Aids campaign. (10 marks)
- Highlight and discuss four principles of effective health communication practice. (8 marks)
- Highlight and explain the steps involved in developing a Behavior Change Continuum. (12 marks)

**QUESTION TWO (20 MARKS)**

- Using relevant and sufficient illustrations, discuss the various features of strategic health communications and their contribution to the success of a health program. (12 marks)
- Discuss various factors that may affect the success of behavior change communication interventions in a community. (8 marks)

### **QUESTION THREE (20 MARKS)**

Information, Education and Communication is a communication tool which combines strategies, approaches and methods that enable individuals, families, groups and organizations to play active roles in protecting and sustaining their own health:

- a) Highlight any **four** objectives of IEC to health programs. (4 marks)
- b) Discuss the main types of health communication tools highlighting their effectiveness in communicating health related messages. (10 marks)
- c) Discuss the application of any two theories of health communication. (6 marks)

### **QUESTION FOUR (20 MARKS)**

Health communication activities help individuals better understand their own needs thus taking appropriate actions through various levels hence maximizing their health. Discuss the various levels of health communication.

### **QUESTION FIVE (20 MARKS)**

Most health organizations expect to have a communication plan at some point in their life cycle. However, most of them lack an understanding of the fundamental steps of a health communication plan and how to design communication interventions that fit the organization's mission, as well as the needs of its key constituencies and stakeholders.

- a) Discuss the steps involved in health communication plan. (12 marks)
- b) Discuss four challenges facing the health communication plan and practice. (8 marks)