



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

(MAIN CAMPUSES)

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**FOR THE MASTER OF COMMUNITY HEALTH AND
DEVELOPMENT**

COURSE CODE: PHP 821

COURSE TITLE: HEALTH PROMOTION AND PRACTICE

DATE: 15TH DECEMBER 2022

TIME: 200PM-5.00PM

INSTRUCTIONS TO CANDIDATES:

CANDIDATE SHOULD ANSWER ANY FIVE QUESTIONS

1. The P-Process is a key approach in designing successful communication strategies to enhance health seeking behaviours among members of the community. The P-Process can be used to develop communication programs that are effective in encouraging safer sexual behavior to prevent HIV transmission among the youth. Discuss how you would apply the P-Process as a communication tool in encouraging safer sexual behavior among the youth in Kakamega County. (15 marks)

2. You recently got a promotion as the county health promotion officer in Garissa county which is reported to have the highest number of malnourished children. Understanding the context of this community would be important in designing a health promotion intervention to address the problem. Discuss why understanding the social context of this community is important in identifying relevant strategies in addressing the problem (15 marks)
3. Explanatory theories describes the reasons why a problem exists outlining the root cause to a problem and how it can be addressed. With this in mind, discuss the three levels of influence
4. a) 'Many leaflets are distributed during health promotion activities with limited impact.' Discuss the evidence for and against this statement. (15 marks)

b) A common problem with print media is inadequate planning for the distribution of the materials. What steps could you take to prevent this occurring? (15 marks)
5. You have been appointed at the Health Promotion Specialist with an NGO within Nairobi county. On your appointment, you have been requested to outline strategies that you will put in place to promote the health of the communities in this county. Discuss the 5 Health Promotion Strategies you would put in place to change the situation (15 marks).
6. a) List five types of mass media and discuss how each could be utilized in health promotion (5 marks)

b) 'In mass media, the influence of a particular role model can be positive or negative.' Discuss this statement using specific examples. (10 marks)