



(UNIVERSITY OF CHOICE)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)
MAIN CAMPUS
UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR FOURTH YEAR
DIRECT ENTRY
FOR THE DEGREE
OF
BACHELOR OF SCIENCE IN GLOBAL HEALTH AND TRAVEL
MEDICINE
COURSE CODE: NCG 423
COURSE TITLE: HEALTH EDUCATION TECHNIQUES AND
STRATEGIES**

DATE: 9/04/2024

TIME: 8 – 11 AM

INSTRUCTIONS TO CANDIDATES

Answer all questions

TIME: 3 Hours

PART ONE: MULTIPLE CHOICE QUESTIONS

Choose the correct answer

1. The information, which is transferred, has to be interpreted by the receiver. This process of interpretation is known as ____.
 - a) Feedback
 - b) Transmitter
 - c) Decoding
 - d) Channels
2. Which of the following is the objective of health education?
 - a) Awareness interest adoption
 - b) Information motivation guiding into action
 - c) Interest participation and reinforcement
 - d) Evaluation motivation and implementation
3. Distortion of message means
 - a) Twisting of message
 - b) Loss of clarity
 - c) Loss of certainty
 - d) All of above
4. In health promotion and disease prevention, which of the following sets of influences are categorized as social determinants that can result in disparities and impact the health and safety a community
 - a) Alcohol, tobacco, or other drug use; diet; hygiene; sexual activity
 - b) Early childhood education, discrimination, income level, food security
 - c) Community service programs, access to parks and playgrounds, exposure to social media
 - d) Family structure, age, gender, genetic or inherited health conditions
5. Which method is useful in educating younger school children
 - a) Demonstration
 - b) Group discussion
 - c) Role-play
 - d) Simulation
6. Which of the following is a FALSE statement about health promotion programs?
 - a) It can more cost effective to prevent illness through a health promotion program than it is to treat the illness.
 - b) They are designed so that they don't affect people's beliefs and values.
 - c) They provide information regarding the efficacy of preventative behaviors.
 - d) Health promotion programs can target at-risk populations.
7. Which of the following activities would be considered to be an example of primary prevention?
 - a) Clarifying the use and effects of prescribed medications with a pharmacist.
 - b) Receiving an immunization against influenza.
 - c) Receiving an annual mammogram.
 - d) In a diabetic patient, screening for renal, eye, and foot problems.

8. Health education is the process by which individuals and group of people learn to:
 - a) Promote health
 - b) Maintain health
 - c) Restore health
 - d) All of the above
9. Goals of the Health education are the following EXCEPT
 - a) Improve Health
 - b) Improve Decision-making
 - c) To have regular check ups
 - d) Fight Disease
10. "Learner is essentially passive, responding to environmental stimuli" This phrase is related to ----- theory
 - a) Behaviorism
 - b) Cognitivism
 - c) Social Constructivism
 - d) Multiple Intelligences
11. In a "health belief model" One's opinion of chances of getting a disease is termed as:
 - a) Perceived Barriers
 - b) Perceived Benefits
 - c) Perceived Severity
 - d) Perceived Susceptibility
12. Which of the following aspects of media has significantly increased the degree of access to specific, detailed facts about personal and public health issues?
 - a) The wide availability of cable and streaming television services, which offer health programming to large audiences
 - b) The inclusion of articles on health topics in regional and national print and digital news publications
 - c) The development of government and not-for-profit Web sites posting reliable science-based health information
 - d) The increase in call-in radio shows and live-chat social media sites where users discuss health topics
13. Which of the following statements is correct?
 - a) Health promotion can refer to any event, process or activity that facilitates the protection or improvement of the health status of individuals, groups, communities or populations.
 - b) The objective of health promotion is to prolong life and to improve quality of life.
 - c) Health promotion practice is often shaped by how health is conceptualized.
 - d) All of these
14. After providing a high school class with general information on steps in the problem-solving process, a health teacher has students identify a health-related

problem they would like to address and then create a set of questions they would consider in implementing each step of the process. One student identifies "eating too much junk food" as a problem the student would like to address. Which of the following questions would be most appropriate for the student to include in the health education preparation?

- a) What personal and environmental factors are contributing to the eating pattern I would like to change?
 - b) What kinds of diseases and other health issues can develop as a result of my current eating habits?
 - c) What vitamins, minerals, protein, and other nutrients do I need to consume each day to stay healthy?
 - d) What strategies would best help me increase my motivation to eat healthy foods and avoid unhealthy foods?
15. Which skill must develop for accurate and appropriate clinical decisions and problems solving of the patients.
- a) Critical Thinking
 - b) Cognitive ability
 - c) Reflection
 - d) Professionalism
16. Jack and Jill are health care professionals working for a community project. They identified many cardiac illnesses among this population. With the help of community leaders, she launched a "Healthy Heart" programme which aimed to give information regarding exercise and diet plans pertinent to cardiac diseases. This is an example of:
- a) Health Belief model
 - b) Health Behavior
 - c) Health education
 - d) Health promotion
17. How would you make your students independent?
- a) Giving responsibility
 - b) Giving strict instruction and orders
 - c) Making them obedient
 - d) Solving their problems every time
18. In order to conduct an effective needs assessment for a health education program, a school health advisory committee should begin by:
- a) identifying various sources from which information can be obtained.
 - b) asking students what their health concerns and interests are.
 - c) prioritizing various health issues of concern in the community.
 - d) examining health issues that are affecting the local population.
19. Which of the following is a characteristic of the community development approach to health promotion?

- a. Improving individual attitudes and beliefs are key to successful health promotion.
 - b. There is a close relationship between individual health and its social and material contexts, thus are relevant when developing initiatives for change.
 - c. Individuals need to change personal behaviour rather than to change the environment to promote health.
 - d. all of these
20. All these are barriers to successfully teaching health education EXCEPT
- a) Health education can be controversial
 - b) Health education is constantly changing
 - c) Health information is often conflicting
 - d) Health information is not logical

PART TWO: SHORT ANSWER QUESTIONS (40 marks)

1. Briefly describe the transtheoretical model of change (8 marks)
2. State factors that influence selection of instructional materials (8 marks)
3. Briefly explain the role of health educator (8 marks)
4. State health education settings where health education can be carried out (8 marks)
5. Briefly explain Factors affecting human behavior in relation to health (8 marks)

PART THREE: LONG ANSWER QUESTIONS (40 marks)

1. Explain the Benefits of community participation (20mks)
2. Explain the principles of health education (20mks)

The end