



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
(HEALTH SERVICES MANAGEMENT)

PHM 204: INTRODUCTION TO HEALTH EDUCATION AND PROMOTION

2ND SEMESTER 2022/2023

TIME: 2 HRS

INSTRUCTIONS

SECTION A (20 MARKS)

Answer All questions

1. a) Outline four factors considered when selecting health promotion methods and materials (4 marks)
- b) Identify four responsibilities of health extension workers as health educators (4 marks)
- c) List four factors affecting source credibility during health promotion (4 marks)
- d) List four advantages of community participation in healthcare (4 marks)
- e) Name four advantages of visual aids when communicating health messages (4 marks)

SECTION B (50 MARKS)

Answer Question 2 (Compulsory) and any Other Two questions

Question 2

Mawindoni county has the lowest latrine coverage in the country with 70% of the population practicing Open Defecation. You have been contracted by UNDP to carry out latrine use education in this county in order to motivate the residents to change their behaviour. Using relevant examples, discuss factors affecting human behaviour that you will consider when developing the plan for your assignment (20 marks)

Question 3

You have been assigned a responsibility to educate the inmates of Marekebisho Maximum Prison on current health issues. Discuss 5 common methods you will use for group education (15 marks)

Question 4

Discuss the stages of successful communication during health promotion (15 marks)

Question 5

Discuss five possible causes of failure of a radio program on family planning and suggest how such barriers can be removed. (15 marks)