



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012
INSTITUTIONAL BASED PROGRAMME (IBP) (DECEMBER SESSION)
EXAMINATION FOR THE DEGREE OF SCIENCE
(FOODS, NUTRITION & DIETETICS)
HCR 202: COMMUNITY OUTREACH PROGRAM

DATE: Friday 4th May 2012

TIME: 11.00a.m – 1.00p.m

INSTRUCTIONS:

Answer **ALL** questions in section A which is compulsory and any other **TWO** from section B.

SECTION A

1. Many organizations are moving towards outreach service provision. Using relevant examples explain any four purposes of outreach programs to the community members. [12marks]
2. a) Define the term social marketing. [1mark]
b) Using relevant examples explain three reasons why social marketing is important in community outreach programs dealing with health issues. [9marks]
3. Identify three outreach tools and explain how you can use them in order to reach primary school children with messages on good hygiene practices in the community. [12marks]

4. Building rapport or trust within the community is a critical prerequisite to reaching out to the community. Using relevant examples describe 2 things that a community worker can do in order to build trust. [6marks]

SECTION B: (30 MARKS)

Answer any two questions from this section

5. You have been provided with funds to start a community outreach program to address HIV/AIDS issues in a rural community in North Eastern Province. Discuss three major challenges you are likely to face in its implementation; for each challenge recommend one possible solution. [15marks]
6. You are organizing an outreach camp in a rural community. Describe 5 pre-camp activities that you will put in place before actual event. [15marks]
7. As a field officer in charge of gender empowerment, the community you are dealing with decided to start a self-help group to enhance their families nutritional status. How can you assist them in the formation of groups. [15mark]