



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF PUBLIC HEALTH

HPH 805: BEHAVIOURAL SCIENCES AND HEALTH PROMOTION

DATE: Monday, 27th November 2017

TIME: 9.00 a.m. - 12.00 p.m.

INSTRUCTIONS:

Answer Question 1 and any other three.

- Q1. (a) Explain briefly the application of Socio-ecological model in health. (10 marks)
- (b) Explain the situations that would require use of the following interventions:
- (i) Regulatory activities (6 marks)
 - (ii) Technology-delivered activities (6 marks)
- (c) Distinguish between Experiential Methods and Population-based methods in health education. (8 marks)
- (d) Explain following concepts using relevant examples:
- (i) Positive deviance (2 marks)
 - (ii) Stakeholder mapping (2 marks)
 - (iii) Social norms (2 marks)
 - (iv) Causality analysis (2 marks)
 - (v) ACADAE Model (2 marks)
2. Discuss different levels of behavior change using a public health problem of your choice. (30 marks)
3. Discuss the application of precede-proceed model in addressing a relevant public health problem. (30 marks)
4. Give an account of strengths and weaknesses of use of mass media in prevention of NCDs in Kenya. (30 marks)
5. Explain key barriers to health promotion and suggest practical solutions in the context of devolved governance system in Kenya. (30 marks)