



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
SCIENCE IN ENVIRONMENTAL HEALTH

HEH 807: HEALTH COMMUNICATION AND BEHAVIOUR CHANGE
COMMUNICATION

DATE: Thursday, 18th May 2017

TIME: 9.00a.m-12.00p.m

INSTRUCTIONS:

Section A is compulsory. (50 marks)

Section B: Answer any three questions (30 marks each).

SECTION A (COMPULSORY)

QUESTION 1

Define the following terms:

- | | | |
|-----|--|------------|
| (a) | Information, Education Communication. | (2 marks) |
| (b) | Price of Product. | (2 marks) |
| (c) | Health Communication | (2 marks) |
| (d) | Potential health communication audience. | (2 marks) |
| (e) | Key behavior. | (2 marks). |

You have been selected to give Behavior Change Communication to address the raising cases of road traffic accidents.

- (f) Discuss in detail the steps you would follow in designing a behavior change programme for the above problem. (20 marks)
- (g) The stages of change model was developed by Prochaska, Di Clemente. Give a brief introduction and use a relevant example of your choice, explain these stages in relation to Behavior Change Communication. (14 marks)

- (h) Describe three benefits of Behavior change communication in Public health promotion. (6 marks)

SECTION B (Answer any THREE questions in this section)

QUESTION TWO

- (b) Give any six reasons why you should consider your audience when designing a Behavior change communication programme. (6 marks)
- (c) What is the importance of Behavior change communication in public health. (10 marks)
- (d) Explain any seven possible challenges of a Behavior Change Communication programme and recommend one solution for each challenge mentioned (14 marks)

QUESTION 3

- (a) Using examples from a named public health problem, describe the health belief model in relation to behavior change process. (12 marks)
- (b) Describe how to design health communication for the youth in a slum area involved in drug and substance abuse. (18 marks)

QUESTION FOUR

Behavior Change Communication is governed by certain guiding principles.

- (a) 'Community Participation is an essential element of Behavior Change Communication'. Discuss the above statement highlighting any seven advantages of Community Participation to BCC programs. (14 marks)
- (b) Discuss any eight benefits of group formation in behavior change communication programs. (16 marks)

QUESTION FIVE

- (a) Describe any three benefits of monitoring a BCC program in your organization (4 marks)
- (b) Describe any three benefits of evaluating a BCC program in your organization. (6 marks)
- (c) Describe any three ways of evaluating the impact of a BCC intervention program. (6 marks)
- (d) Discuss any six communication channels that can be used in Health Communication and give relevant examples for each. (12 marks)

QUESTION SIX

- (a) **Socio marketing** was “born” as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to “sell” ideas, attitudes and behaviours. Discuss. (16 marks)
- (b) Discuss any seven common barriers to effective social marketing communication. (14 marks).

QUESTION SEVEN

As a Public Health Officer, it is your duty to spearhead Behavior Change Communication programs.

- (a) Using a Public Health Programme of your choice, explain how you would apply the ‘C’s of effective communication. (10 marks)
- (b) Examine the key points that you would consider when writing a ‘Communication Strategy’. (20 marks)

Part 1: a compulsory (10 marks)

Section 2: answer any three questions (10 marks)

SECTION 2: COMPULSORY

QUESTION 1

Define the following terms:

- | | |
|---|-----------|
| (a) Information, Education, Communication | (2 marks) |
| (b) Price of Product | (2 marks) |
| (c) Health Communication | (2 marks) |
| (d) Potential health communication audience | (2 marks) |
| (e) Key behavior | (2 marks) |

You have been selected to give Behavior Change Communications to address the rising cases of road traffic accidents

- (a) Outline in brief the steps you would follow in developing a behavior change program for the above problem. (10 marks)
- (b) The stages of change model was developed by Prochaska, Di Clemente. Give a brief introduction and use a relevant example of your choice, explain three stages in relation to Behavior Change Communication. (14 marks)