****

**MURANG’A UNIVERSITY OF TECHNOLOGY**

**SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR THE BACHELOROF SCIENCE IN COMMUNITY HEALTH AND DEVELOPMENT**

**YEAR 3 SEMESTER2**

**UNIT CODE: HCD 3424**

**UNIT TITLE: ADVOCACY AND COMMUNITY MOBILIZATION**

**EXAM VENUE:**

**DATE:14/4/2017**

**TIME: 2HOURS EXAM SESSION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**INSTRUCTIONS**

1. **Answer question ONE is (compulsory) and ANY other TWO questions.**
2. **Candidates are advised not write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**SECTION A**

1. Briefly define the following terms as used in advocacy
2. Advocacy (1mks)
3. Policy (1mks)
4. Lobbying (1mks)

1. Name any three elements of advocacy message (3 Marks)
2. State three challenges one is likely to meet in behaviour change campaign (3marks)

1. Using appropriate illustrations, explain three principles of advocacy ( 3marks).
2. Explain any three advantages of networking in community programmes (3marks).
3. State any three strategies of community mobilization applicable in youth health

 programmes (3marks)

1. Explain any three levels of policy in community health (3 marks)
2. State any three rationales for community participation in advocacy (3mks)
3. State any six steps to social mobilization process (3mks)

**SECTION B: Answer any two questions**

1. a)Communication is an important tool in advocacy and community mobilization.

Discuss giving five examples of communication strategies (10mks)

 b)Discuss the process of advocacy as an action for social change and development. (10marks)

1. a)Discuss any five strategies of enhancing success of advocacy on health related issues in the community. (10marks)
2. a)Discuss the relationship between research, policy and advocacy. ( 12 marks)

b) Discuss any four reasons for community mobilization as a strategy for social development. ( 8marks)

1. a)Discuss any five social mobilization campaigns (10marks)

b)Mass media is a tool in advocacy and community mobilization. Discuss five merits and demerits Mass media (10mks)