



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF SCIENCE IN PUBLIC
HEALTH**

CITY CAMPUS

**PHP 820: THEORIES AND PRINCIPLES OF HEALTH
PROMOTION**

Date: 3rd May, 2016

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Write your University Registration Number on every Answer Booklet you use.
- Do not write your name on any paper you use.
- The time allowed for this paper is TWO (3) hours.
- The questions are set out in TWO (2) sections, A and B.
- Read carefully the additional instructions preceding each section.
- Observe carefully further instructions on the cover of Answer Booklets.



**SECTION A:
SHORT ANSWER QUESTIONS (SAQ's) - 40 MARKS**

Instructions:

1. This section has four (4) Questions
2. Answer All the four (4) Questions

SAQ 1.

Define the following concepts as used in Health Promotion

- i. Theory
- ii. Model.
- iii. Healthy public policy
- iv. Advocacy for health
- v. Empowerment for health

(10 Marks)

SAQ 2.

What is Health Promotion?

(2 Marks)

Explain evidence informed practice in Health Promotion

(8 Marks)

SAQ 3.

Explain how the following factors affect health of populations:

- i. Healthy public health policy
- ii. Equity, access and development

(5 Marks)

(5 Marks)

SAQ 4.

Match the following Global Conferences on Health Promotion given in **Table I** with their **corresponding themes** and **years** when they were held in **Table II** by inserting the correct **letters (a to e)** in the blank column in **Table II**.

Global Conferences of Health Promotion
a) Adelaide
b) Bangkok
c) Jakarta
d) Mexico
e) Sundsvall

Table II.

Conference Themes and Dates	Year of Conference	Matching Letter
1. Health Promotion in a Globalized World		
2. Leading Health Promotion into the 21 st Century		
3. Supportive environments for Health		
4. Healthy Public Policy		
5. From Ideas to Action		

(10 Marks).

SECTION B: LONG ESSAY QUESTIONS (LEQ's) - 60 MARKS.

INSTRUCTIONS

- 1) This Section has **Four (4)** Questions
- 2) Answer Question **1** and any other **Two (2)** Questions from this Section.

LEQ. 1.

PRECEDE - PROCEED Model has been used with a lot of success in Health Promotion programmes.

Using appropriate examples, explain how each of the following factors affect people's health.

- i. Predisposing factors
- ii. Reinforcing factors
- iii. Enabling factors.
- iv. Environmental Factors (20 marks)

LEQ. 2.

Explain how the following behaviour-change models can be used to explain individuals' health behaviour.

- i. Health belief model (10 Marks)
- ii. Trans-theoretical Model (10 Marks)

LEQ 3

- a) Describe the **three (3)** strategies of Health Promotion (6 Marks)
- b) Explain how any **four (4)** the following priority action areas as outlined in the Ottawa Charter support the strategies of Health Promotion described in (a) above:
 - i. Build healthy public policy
 - ii. Create supportive environments for health
 - iii. Strengthen community action for health
 - iv. Develop personal skills, and
 - v. Re-orient health services

LEQ 4.

Health Promotion is guided by Seven Strategic Principles.

- a) Describe any **four (4)** of these strategic principles (8 marks)
- b) Explain how you can employ these principles in your work as a Sub-County Public Health Officer to reduce the following Public Health problems in your jurisdiction:
 - i. Youth violence (6 Marks)
 - ii. Teenage pregnancy (6 Marks)

*****END*****