

KENYA POLYTECHNIC UNIVERSITY COLLEGE

SCHOOL OF HEALTH SCIENCES AND TECHNOLOGY

DEPARTMENT OF COMMUNITY AND PUBLIC HEALTH

DIPLOMA IN COMMUNITY AND PUBLIC HEALTH

END OF STAGE 1 EXAMINATION

NOVEMBER 2011

HEALTH COMMUNICATION

TIME 2 HOURS

Instructions to candidates

This paper consists of two sections A and B

Section A is compulsory – Answer **ALL** questions in this section

Answer any **THREE** questions from section B

This paper consists of 3 printed pages

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SECTION A _ Compulsory

Answer ALL questions in this section

1a) Explain the following terms as used in health communication:

- i. Health promotion
- ii. Infrastructure for health promotion
- iii. Health outcomes
- iv. Network
- v. Life skills

(10 marks)

b) For a healthy communication program to have an impact it must disseminate appropriate health content. Explain this under the following headings:

- i. Repetition
- ii. Evidence-based
- iii. Balance
- iv. Availability
- v. Credibility

(10 marks)

c) Explain **FIVE** contexts within which communicational transactions take place.

(10 marks)

d) The following are some health communication methods. Explain how each may be used to promote a program to decrease the spread of HIV/AIDS among the youth in your local county.

- i. Media Literacy
- ii. Media Advocacy
- iii. Public Relations
- iv. Advertising
- v. Education Entertainment

(10 marks)

SECTION B

Answer any **THREE** questions in this section

2. Discuss **FIVE** basic skills of effective public speaking.

(20 marks)

3. Non-verbal communication cues play an important role in the communication and dissemination of health information. Discuss.

(20 marks)

4a. Describe any **FIVE** characteristics of effective health communication.

(10 marks)

b. Explain **FIVE** ways of improving interpersonal communication skills between health care providers and clients.

(10 marks)

5a. Most presentations will consist of an introduction, the body of the talk and a conclusion.

i. Explain **FOUR** advantages of a good introduction.

(8 marks)

ii. Explain **FIVE** points to consider when planning the body of a presentation.

(10 marks)

iii. Explain **ONE** advantage of a good conclusion.

(2 marks)