

UNIVERSITY OF SWAZILAND
FACULTY OF HEALTH SCIENCES
FINAL EXAMINATION
MAY 2014

TITLE OF PAPER : HEALTH PROMOTION

COURSE CODE : EMH 311

DURATION : 2 HOURS

MARKS ALLOCATED: 75

INSTRUCTIONS :

- 1. ANSWER ALL QUESTIONS.**
- 2. READ QUESTIONS CAREFULLY**
- 3. EACH QUESTION CARRIES 25 MARKS.**
- 4. WRITE NEATLY AND LEGIBLY.**

N.B. DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

The OTTWA charter in 1986 spelt out five (5) strategies which are very important for achieving the goal of Health For All citizens internationally. Discuss those five strategies.

(25 marks)

TOTAL MARKS=25

QUESTION 2

- a) The Ministry of Health has posted you to area 'y' as a change agent in order to change the community's behavior towards health promotion practices. Analyse the five (5) stages that you have to go through in order to be successful in planning, implementing and evaluating health promotion programmes. (10 marks)

- b) The general population through radio and television has been instructed by the Ministry of Health to send their children to the nearest health facility for immunization against a new disease. Analyse five (5) psychological stages which a community may go through before they adopt the new idea or innovation and their limitations. (15 marks)

TOTAL MARKS=25

QUESTION 3

- a) Mass media is a powerful tool for disseminating health information to both rural and urban communities through radio and television. Compare and contrast the advantages of these two media houses. (10 marks)

- b) Human beings are complex and very difficult to understand why they behave the way they do. Analyse factors that contribute to human behaviours. (10 marks)

- c) As a health promoter, you are planning an educational programme on the prevention of Schistosomiasis. Apply five (5) principles of planning that you would utilize when planning the educational programme. (5 marks)

TOTAL MARKS=25