



UNIVERSITY OF ESWATINI
Faculty of Health Sciences
Department of Environmental Health Science

DEGREE IN ENVIRONMENTAL HEALTH SCIENCE

MAIN EXAMINATION PAPER 2019

TITLE OF PAPER : HEALTH PROMOTION

COURSE CODE : EHM311

DURATION : 2 HOURS

MARKS : 100

INSTRUCTIONS :

- : READ THE QUESTIONS & INSTRUCTIONS CAREFULLY
- : **QUESTION ONE IS COMPULSORY THEN ANSWER ANY OTHER THREE QUESTIONS**
- : EACH QUESTION **CARRIES 25** MARKS.
- : WRITE NEATLY & CLEARLY
- : NO PAPER SHOULD BE BROUGHT INTO THE EXAMINATION ROOM.
- : BEGIN EACH QUESTION ON A SEPARATE SHEET OF PAPER.
- : INDICATE YOUR PROGRAM

DO NOT OPEN THIS QUESTION PAPER UNTIL PERMISSION IS GRANTED BY THE INVIGILATOR.

QUESTION 1

The Lalonde report of 1974 is known as the beginning era of modern health promotion. This report considered to be composed of four interdependent fields determined to influence individual's health. This report proposed the concept of the "health field", identifying two main health-related objectives: the health care system; and prevention of health problems and promotion of good health. This concept looked at the individual, environmental and individual factors or influences.

- a) Discuss the health field concept in relation to individual health. [20]
- b) The modern health promotion has 7 guiding principles of which one of them is "holistic". Discuss this principle in depth. [5]

[25 MARKS]

QUESTION 2

- a) Health promotion aims at empowering population to take control of their own decision and actions affecting their health. This includes psychological empowerment. What are benefits of psychological empowerment? Explain them. [8]
- b) There a factors that influences the health of population. One of these is social determinants of health. Discuss the importance of these determinants i.e. social determinants. [7]
- c) Attitudes, values and behaviour play an important role in shaping an individual heath. Discuss this role in depth. [10]

[25 MARKS]

QUESTION 3

Swaziland has joined the world in the fight against non-communicable diseases through physical exercise. This has led to interventions such as "Zithande" whereby community members meet in the early hours every day to run/jog. Such interventions are founded on the stages of change theory also known as trans-theoretical model.

Explain this model using the Zithande intervention in depth. [25]

[25 MARKS]

QUESTION 4

The diffusion of innovation theory aims at maximizing the exposure and reach of successful interventions thus increasing impact on public health. One of the construct for this theory is **time**.

- a) Explain this construct in detail. [10]
- b) The adoption curve is important in understanding this theory as it explains the different rates for different segments of the population in terms of adopting new innovation.

Explain the adoption curve in depth explaining how to work with each segment for the success of an intervention. [15]

[25 MARKS]

QUESTION 5

- a) Name 5 things you will need for successfully implementing health promotion programs. [5]
- b) Evaluation is important in implementing health promoting interventions.
 - i) Give 5 reasons for evaluation of these interventions. [5]
 - ii) Explain the 4 principles that guide the evaluation of these interventions. [8]
- c) Communication is key in ensuring that the health interventions are adopted by communities. However, there are barriers to communication that usually end up distorting the message.
 - i) Mention 5 barriers to communication. [5]
 - ii) State 2 examples of how communication can be improved. [2]

[25 MARKS]