

**UGANDA MARTYRS UNIVERSITY  
FACULTY OF HEALTH SCIENCES  
HEALTH COMMUNICATION EXAM  
END OF SEMESTER II EXAMINATION  
BACHELOR OF PUBLIC HEALTH-HEALTH PROMOTION II**

**DATE: 28<sup>TH</sup> JULY 2019**

**TIME: 2:00PM-5:00PM**

**Instructions:** Answer **four** questions only, Q.1 is compulsory

**Question One (compulsory) 25 marks**

**Case Scenario for analysis**

Kamutuuza Parish is a new parish in Masaka District carved out for a new town board programs for the district. There are 15,000 people with 400 households. The latrine coverage is 55%. There are two public health centers and 2 distant private schools located at the extreme ends of the parish one in the east and another in the west.

**Required to**

- a) Make a key note address before the district council about the pertinent issues affecting and will affect the new parish (5 marks)
- b) Lead a health talk show on radio with area Member of Parliament (8 marks)
- c) List the communication channels appropriate for Kamutuuza Parish and justify (6 marks)
- d) What recommendations do you make to government about Kamutuuza Parish social services (6 marks)

**Question Two**

- a) Marketing our health services can be challenging (10 marks)
- b) What health marketing strategies can be employed for effective marketing (15 marks)

### Question Three

- a) Define Advocacy for health (2 marks)
- b) Explain Challenges to Advocacy (8 marks)
- c) Describe Health communication and health outcomes (15marks)

### Question Four

"Accurate **health** information is vital for people to make good **health** choices.

- a) Show how giving information on health to communities is important (10 marks)
- b) Describe with relevant examples ten key players of health communication (10marks)
- c) Common problems leading to poor communication and their possible solutions (5marks)

### Question Five

- a) Key components of health communication (15marks)
- b) Elaborate on common areas of health communication ( 10marks)

### Question Six

Write Short notes on the following health communication issues

- a) Challenges of Public speaking(5 marks)
- b) Health communication to the elderly adults(5 marks)
- c) Health communication using radio(5 marks)
- d) The health belief Model (5 marks)
- e) Health communication using Television (5 marks)

### Question seven

- a) Principles of effective health communication (10 marks)
- b) As Public health officer, how can you select the best channel for a particular audience (15 marks)

### Question Eight

- a) Illustrate your personal experience on the competencies you have acquired from this module that will help your community you will serve(15 marks)
- b) What health communication challenges do you anticipate in your practice?(10 marks)