

## **Assignment – II: Session (2013-14)** **(Modules 5-11)**

**Attempt 4 questions in all Question 1 is compulsory, Attempt any three questions of your choice from questions 2 to 6.**

**Maximum Marks: 30**

### **Q1. Compulsory Question (Answer in 1000-1200 words)**

**You are a district health officer and have been asked to develop a plan for health promotion programme for the selected group? (12 Marks)**

**Consider your own set-up where you are working/ intend to work.**

- i. List any key area/problem in your district. Design an activity for behaviour change communication focusing on any particular disease or health problem of that area. You may select the media/mode of communication of your own choice for implementation action of the programme.
- ii. List some of the barriers towards behaviour change in this condition.
- iii. What is the importance of IEC in health promotion?

**Attempt any three from the following (Answer in 500-700 words):**

### **Q2. Select any advertisement/Message from newspaper, magazine, poster (Paste it in your answer sheet): (6 Marks)**

- i. What is the objective of the advertisement/message? What it is trying to communicate? Who is the primary target audience for the selected advertisement?
- ii. For whom this advertisement/message has been designed.
- iii. What basic principles would you keep in mind for designing an advertisement?

### **Q3. Consider your own set-up where you are working and answer the following:**

**(6 Marks)**

- i. Identify few issues for advocacy among youth (15-24 years).
- ii. Select any one issue and target group. Explain with examples, how would you initiate advocacy for the same.

- iii. Which method of communication will be best suited for this group and why?
- Q4. Explain with suitable example the role of different sectors such as agriculture, environment, finance, education, housing, etc. on the health status of the people? The inter-sectoral collaboration is possible among different sectors for health promotion? Explain how? (6 Marks)**
- Q5. Define capacity building? Explain by giving suitable examples how can one develop the capacity of health personnel for health promotion. (6 Marks)**
- Q6. What do you understand by 'Gender Mainstreaming'? Why is it important to sensitize health personnel in gender related issues? Why Gender mainstreaming is important while planning any Health Promotion activity? (6 Marks)**