

Assignment-II (Modules 5-11) Session (2012-13)

(Attempt 4 questions in all, question 1 is compulsory. Attempt any three questions of your choice from question 2 to 8. Each question carries 25 marks)

Maximum marks: 100

1. (A).

- i. Define the concept of behavior change?
- ii. List some of the barriers towards behavior change .
- iii. Design an activity for Behaviour Change Communication on any particular disease or health problem of that area. (Nutrition Physical activity, addressing anemia,). You may select the media/mode of communication of your own choice for implementation action of the programme.

OR

(B).

- i. List some issues for advocacy among youth (15-24 years). (Some of the issues may be consumption of tobacco in any form, alcohol consumption, junk food, obesity, increase in NCDs, increase of stress levels and its management, etc.)
- ii. What are the sources for advocacy on the selected issue?
- iii. Design a strategy for health promotion to address the issue selected by you among youth.
- iv. Which mode of advocacy will be best suited for this group and why?

2. Select any advertisement/Message:

- i. List for whom this advertisement/message has been designed.
- ii. What is the objective of the advertisement/message? Who is the primary target audience for the selected advertisement?
- iii. What are the basic principles of designing an advertisement?
- iv. Design an advertisement for your work place for health promotion activities focusing on vector borne diseases.

3. How can public private partnership in health sector help in strengthening the health promotion activities to population living in remote areas? Explain with the help of relevant examples.

4. How can a Medical Officer in a district or hospital use Health Management Information System (HMIS) for health promotion?
5. Explain with the help of examples. How can data be used for planning health promotion programmes?
6. Select a target group (example: adolescents, youth, women, etc.):
 - a) Choose any one group of your choice and plan health promotion activities.
 - b) Choose any one setting and plan health promotion activities for the above mentioned target group.
7. Define capacity building? Explain by giving suitable examples how can one develop the capacity of health personnel for health promotion.
8. Define 'Gender Mainstreaming'. Why is it important to sensitize health personnel in gender related issues? Why it is important to mainstream gender while planning any Health Promotion activity?