



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## UNIVERSITY EXAMINATIONS 2024/2025

FOURTH YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF SCIENCE IN PUBLIC HEALTH

### HPP 3412/HPC 3311: HEALTH EDUCATION AND PROMOTION

DATE: JANUARY 2025

TIME: 2 HOURS

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**INSTRUCTIONS: Answer Question ONE and any other TWO questions.**

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#### QUESTION ONE (30 MARKS)

- a) Briefly define the Principles and concepts as envisaged in Ottawa Charter of 1986 (5 Marks)
  - i. Health Promotion
  - ii. Behaviour Change
  - iii. Health Literacy
  - iv. Health Education policies
- b) Giving relevant examples, discuss key areas of consideration in health promotion which will greatly influence effective and efficient delivery of health services in the community (5 Marks)
- c) Describe the steps used for designing health education plan for your community on balanced diet. (3 Marks)
- d) Health promotion proceeds beyond education and behavior change in adopting new behavior. Discuss (2 Marks)
- e) Describe what other actions can be taken to improve health and wellness among Kenyans (3 Marks)
- f) Describe the role of community involvement in effective health education programs. (3 Marks)



MUST is ISO 9001:2015 and



ISO/IEC 27001:2013 CERTIFIED

- g) Describe the role health education in health promotion in Kenya (2 Marks)

**QUESTION TWO (20 MARKS)**

Using relevant examples and illustrations indicate how you will use key strategies of health promotion and education to ensure that the community you work with adopts positive health seeking behaviors. (20 Marks)

**QUESTION THREE (20 MARKS)**

- a) Scenario: You have been tasked with developing a health promotion campaign aimed at reducing drugs and Substance abuse rates among young adults in your county.
- b) Outline the steps you would take to assess the needs of this population before launching the campaign.
- c) Describe the key messages you would include in your campaign and why they are important.
- d) Evaluate how you would measure the success of your campaign.
- e) Discuss and design an effective health promotion and education programme for health services to high school students

**QUESTION FOUR (20 MARKS)**

- a) Change is a vital tool and agenda in health promotion, discuss (5 Marks)
- b) Discuss "health literacy" and describe its significance and application in health education. (5 Marks)
- c) List and briefly discuss the three theories commonly used in health promotion. (5 Marks)
- d) identify and discuss three barriers to effective communication in health education (5 Marks)

