

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD DEGREE OF MASTER OF SCIENCE IN NURSING

NUCH 829: ADVANCED HEALTH PROMOTION ACROSS DIVENE CULTURE

STREAMS:

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 4/12/2019

8.30 A.M – 11.30 A.M

INSTRUCTIONS

SECTION A 40 MARKS

1. (a) Explain the significance of using theories and models in planning effective health promotion programs in communities. [10 marks]
- (b) What are the major components of the health belief model? Discuss the shortcomings of the health belief model as a strategy for community health behaviour change. [10 marks]
- (c) Using relevant examples, explain how one can effectively use media strategies to convey health messages for behaviour change in a community. [10 marks]
- (d) For health promotion and disease prevention strategies to be successful, policies, systems and environments (PSE) must be supportive of health. Using a relevant example, discuss how one can plan, develop and implement strategies from policies to promote healthy behaviours in a community. [10 marks]

SECTION B (30 MARKS)

2. Discuss how the culture of a community can affect adoption of health promotion programmes. [15 marks]
3. By considering the benefits of health innovations, programme managers can position innovations effectively thereby maximizing their appeal". Discuss the relevance of this

statement in relation to Carl Rodgers theory of diffusion of innovation for health behavior change in communities. [15 marks]

4. Explain how the stages of change or transtheoretical model can be used to cause health behaviour change in a community. [15 marks]
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