

**UNIVERSITY OF SWAZILAND**  
**Faculty of Health Sciences**  
**Department of Environment Health Sciences**

**MAIN EXAMINATION PAPER- MAY 2015**

TITLE OF PAPER : HEALTH PROMOTION

COURSE CODE : EHM 311

TIME : 2 HOURS

MARKS : 100

INSTRUCTIONS : ANSWER **QUESTION 1** AND ANY OTHER  
THREE QUESTIONS

: EACH QUESTION CARRIES 25 MARKS

: NO FORM OF PAPER SHOULD BE BROUGHT  
INTO NOR TAKEN OUT OF THE EXAMINATION  
ROOM

: BEGIN THE ANSWER TO EACH QUESTION ON  
A SEPARATE SHEET OF PAPER

85

## QUESTION 1

You are employed by the Ministry of Health as a health promoter and you are in charge of an HIV/AIDS programme which currently has a mandate of improving the uptake of the available HIV screening services by married couples provided by the local health centre. According to the latest results of a baseline survey (self-administered questionnaires) conducted, 98% of the respondents knew about the service provided, only 26% (only females) have done the HIV screening, 75% of the women who did not go for the screening said they were afraid that should they do the screening and results come back positive, their husbands will disown them. Some of the reasons (multi-response question) from the males who were part of the study were that they did not have time for the test (75%); they feared that the results will come back positive (47%); testing was for people with promiscuous behaviours (83%), biblically, doing an HIV screening test is a sin (10%). They also said that they were scared the process was painful (54%) and also that HIV is not real but a demon sent to kill the poor black people (68%).

Using the social cognitive theory, discuss how you are going to ensure that there is increased uptake of the screening service providing solutions to the above findings. [25]

**[25 marks]**

## QUESTION 2

- a) With examples, explain in depth the five types of health directed behaviours [20]
- b) What is outcome expectancies and how is it different from outcome expectation? [5]

**[25 marks]**

## QUESTION 3

- a) What is community development programming? Give five differences between community development programming and community based programming. [7]

8/6

- b) Discuss the three stages involved in community building using a clean water supply project to be implemented in community X. [18]

**[25 marks]**

QUESTION 4

- a) Name the 5 priority action areas in health promotion cited in the Ottawa Charter? [5]
- b) Explain empowerment as one of the 7 guiding principles of health promotion and show how health literacy is important under this principle [5]
- c) What are the four main areas that must be addressed in promoting healthier behavioral changes in a community? [8]
- d) Discuss the principles, importance and uses of the ecological model [7]

**[25 marks]**

QUESTION 5

- a) Why is planning of a health intervention important in health promotion? [6]
- b) Discuss the steps involved in planning a health promotion intervention and evaluation [14]
- c) In health promotion, posters have been one of the widely used methods to express health promoters' messages. However, at times the consumers which these messages are targeted to struggle to get the message being communicated. Discuss the five barriers to consumers' understanding of poster messages as used in health promotion[5]

**[25 marks]**