



UNIVERSITY OF SWAZILAND  
Faculty of Health Sciences  
Department of Environmental Health Science

DEGREE IN ENVIRONMENTAL HEALTH SCIENCE  
SUPPLEMENTARY EXAMINATION PAPER 2017

TITLE OF PAPER	:	HEALTH PROMOTION
COURSE CODE	:	EHM 311
DURATION	:	2 HOURS
MARKS	:	100
INSTRUCTIONS	:	READ THE QUESTIONS & INSTRUCTIONS CAREFULLY
	:	ANSWE FOUR QUESTIONS
	:	<b>QUESTION ONE IS COMPULSORY</b>
	:	EACH QUESTION <b><u>CARRIES 25</u></b> MARKS.
	:	WRITE NEATLY & CLEARLY
	:	NO PAPER SHOULD BE BROUGHT INTO THE EXAMINATION ROOM.
	:	BEGIN EACH QUESTION ON A SEPARATE SHEET OF PAPER.

DO NOT OPEN THIS QUESTION PAPER UNTIL PERMISSION IS GRANTED BY THE INVIGILATOR.

**QUESTION 1**

The aim of health promoting interventions is to ensure communities are in control of their health thus ensuring healthy populations.

- a) The Tannahill's model of health promotion is one of the mostly used models in designing health promoting interventions in communities. Discuss this model in depth with an aid of a diagram. [20]
- b) Health promotion interventions are implemented to enable communities to adopt healthy behaviours. However, behaviour change is affected by factors such as knowledge, attitudes and values. Discuss these factors with regard to behaviour change. [5]

**[25 MARKS]**

**QUESTION 2**

According to the latest national health report of country X, smoking marijuana has been identified as the most leading health problem or issue in the country among young people. It was revealed that approximately 20% of tertiary going students smoke marijuana occasionally whilst 33% of the young people reported to have once or twice smoked marijuana. Further investigation revealed that due to the high unemployment rate in the country, most people, especially young people have opted to farming marijuana illegally. This marijuana is then exported to neighbouring countries resulting in easy access to marijuana in the communities at a lower purchase fee, especially among communities bordering neighbouring countries. Studies have revealed that marijuana use is associated with a number of health effect including short and long term brain defects and physical defects.

As a result of this finding, you have been elected to head a health promoting initiative aimed at sensitizing communities about the issue and working with communities to promote healthy behaviours. Of priority is the reducing the prevalence and incidence of smoking among young people.

- a) Using the social cognitive theory, discuss how you will ensure that communities adopt healthy behaviours with regard to the presented health issue. [20]
- b) It is important that communities are part of the initiative from the planning stage. Discuss the importance of community participation with regard to the presented health issue giving appropriate examples. [5]

[25 MARKS]

### QUESTION 3

The overriding goal of health promotion is enabling communities to attain optimum health thus prolonging their life. This is possible through community organizations and community building. As a health promoter stationed in one of the rural communities in the country, you are expected to implement interventions that will enable communities to adopt healthy behaviours. Discuss 5 strategies giving examples that can be used to ensure community organizations and community building. [25]

[25 MARKS]

### QUESTION 4

According to the Ottawa Charter, strengthening community action is one of the priority areas to target in health promotion. This can be achieved through forming community organizations. Discuss the Rothman three-hold model of community organizations in terms of the goals, roles of recipient and expert, strategy and use of empowerment. [25]

[25 MARKS]

### QUESTION 5

You are hired as a health promotion officer in Manyeveni, a community in the rural areas of the country. In a recent meeting, your subordinates were concerned with the communication media used by the health promotion department. There was a division among the health promotion team on the appropriate communication mean to use in sensitizing community on risky lifestyles. This was because members of the health promotion team department felt that

regardless of the efforts by the department in promoting healthy lifestyles, community members were still not adopting healthy lifestyles. The department has been using mass media and visual materials for the past years. It was argued that probably there was a component of communication that was not addressed adequately.

- a) Discuss the components of communication giving appropriate examples of factors affecting each component. [10]
- b) Compare and contrast the advantages of the communication means used by the health promotion department in this community giving appropriate examples. [10]
- c) It was concluded that health marketing was important in promoting healthy behaviours and that the department should explore what health marketing entails. Briefly discuss health marketing. [5]

**[25 MARKS]**