



HEALTH COMMUNICATION

DCO 402

JAN- APRIL 2021

SECTION A: ATTEMPT ALL QUESTIONS IN THIS SECTION.

Question One (compulsory)

Breast cancer is ranked as one of the causes of death worldwide especially among women. Early detection through breast self-examination has been recommended by scientists as one of the potential ways of reducing this cancer burden. Yet, statistics show that many women especially in developing countries do not perform the breast self-examination. In view of this, assume you have been appointed by the Government of Kenya and tasked with the responsibility of developing a health communication campaign to encourage Kenyan women to frequently perform breast self-examination.

- i) Discuss any THREE aspects you will consider in planning your campaign *(3 marks)*.
- ii) Giving at least TWO reasons, discuss in detail the theory you will use to inform the health communication campaign *(5 marks)*.
- iii) Highlight any TWO defining features of health communication and how they might affect the campaign *(2 marks)*.

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

There are many ways of looking at the health communication discipline. One of these is by Schiavo who argues that 'health communication is an evolving discipline'. Discuss Schiavo's view in light of the current global happenings that touch on health. Give at least FIVE examples to support your answer. *(10 marks)*.

Question Three

Health communicators should be aware that political aspects may affect the success of a communication campaign. Using the example of the recently launched COVID-19 vaccine in Kenya, discuss any FIVE political aspect that may affect the adoption of the vaccine **(10 marks)**.

Question Four

In the current age, there is increasing use of social media in health communication. Discuss how the social media can be both a blessing and curse to health communication in developing countries like Kenya. Use at least FIVE examples to support your answer **(10 marks)**.

Question Five

Drug and substance abuse continues to affect youth in many parts of the world. Some of the areas like Mombasa in Kenya are said to be adversely affected. This has affected the health and productivity of many young people, bringing out the need for concerted effort in addressing this menace. Assuming you are working with NACADA as a communication consultant, and you have been tasked to design a health communication campaign to address the attitude and behaviour of Mombasa youth towards drug and substance abuse;

- i) Giving reasons discuss any FOUR stakeholders you will propose to work with in this communication intervention. **(4 marks)**
- ii) Highlight any two ways on how you will ensure participation of the target audience. **(2 marks)**
- iii) Discuss any FOUR media channels you will propose for the communication intervention and give reasons for your selection. **(4 marks)**

End