

PAC University
DCO 402: Health Communication
Main Campus - Online
Course Facilitator - Moses Nangulu

Instructions

Answer Question One and any other three

Question One

Research shows that about 450 million people worldwide currently suffer from a mental health condition. People in high-income countries often face a lack of mental health services, but in middle and low-income countries the scale of the problem can be much worse. Millions with conditions like depression, anxiety and schizophrenia struggle to get treatment due to lack of resources and the stigmatisation of mental health problems. Pregnant women are a particularly at-risk group. In Kenya, for example, symptoms of depression such as fatigue and sleep problems are sometimes dismissed as purely symptoms of pregnancy, or even blamed on witchcraft. An estimated 75% of people with mental health conditions in poorer countries can't access medical treatment. This means many to turn to non-specialist traditional healers, faith healers and community health workers instead.

From: <https://www.bbc.com/>

In reference to the above case study, you are planning a health campaign dubbed 'Destigmatize Depression' among pregnant women in your community using interpersonal communication strategies. Using the theories of Reasoned Action and Planned Behaviour, explain any **five** reasons why you think your health campaign will succeed. [10marks]

Question Two

- a) Using appropriate illustrations, explain any **five** challenges a health communicator is likely encounter in promoting family planning services in a community steeped in its culture and religion. [5marks]
- b) With suitable examples, explain any **five** communication levels a health communicator considers when designing their communication strategy in 2(a) above. [5marks]

Question Three

- a) With suitable illustrations, describe any **five** demerits of using the diffusion (one-way) communication model against alcohol abuse among the Kenyan youth. [5marks]
- b) Using relevant examples, explain any **five** media platforms that you would use to achieve your health communication goal in 3(b) above. [5marks]

Question Four

Jim does not consider himself as among college students who abuse drugs. He occasionally takes Kuber (central nervous system stimulant that causes euphoria much the same way as marijuana or cocaine does). Unknown to Jim, it is very rich in nicotine which is associated with cancer. Jim has often seen advertisements discouraging the taking of the drug. However, Jim's frequency of taking this drug is on the rise especially while watching football with his friends and colleagues. Recently, Jim's father was diagnosed with lung cancer attributed to smoking, and is currently in hospital.

Using the Health Belief Model (HBM), what is the likelihood that Jim will stop taking Kuber with this new knowledge that his father has lung cancer attributed to smoking. Give **five** reasons and their justification. [10marks]

Question Five

Using suitable examples, explain any **five** reasons why the use media personalities would be effective in increasing Covid 19 vaccination uptake in Kenya. [10marks]