



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF HEALTH SCIENCES
2024_2 EXAMINATION

PROGRAMME: MSc. PUBLIC HEALTH

COURSE CODE: PHS819

COURSE TITLE – HEALTH PROMOTION & EDUCATION & ITS ADVANCES

CREDIT UNITS: 2

TIME ALLOWED: 2 HOURS

ATTEMPT ALL QUESTIONS

1a. Highlight any five (5) factors that influence the success and speed for adopting new ideas in communities. (5 marks)

1b. Explain the five (5) phases in health promotion process (5 marks)

1c. As a public health worker, you have been requested to educate pregnant women on infant nutrition in your health facility with the aim of promoting exclusive breastfeeding, which has been reported to be very low among these group of women. Using the five (5) inputs of the communication-behaviour change model by McGuire to enumerate and describe how you will carry out this task. (12 ½ marks).

2a. According to the High Committee on Public Health (2003), state the three levels that the health policy needs to cover. (3 marks)

2b. Explain any five (5) factors that make partnerships more effective in policy implementation program. (15 marks)

2c. Explain the concept of empowerment, stating the two perspectives on empowerment that influence health promotion practice today (5 marks)

3a. Itemize the sources of information required in planning a health promotion intervention (5 marks)

3b. Distinguish between risk communication and risk management (5 marks)

3c. Discuss the three key implementation phases involved in the HEBS Evaluation Framework for Health Promotion (15 marks)

(TOTAL = 70 MARKS)