



**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION**

**HEC 422: HEALTH COMMUNICATION**

**END OF SECOND SEMESTER EXAMINATIONS**

**MAY 2021**

**LECTURER: J. MUZAMHINDO**

**DURATION: 7 HRS**

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***INSTRUCTIONS***

Answer **ONE (1)** question only.

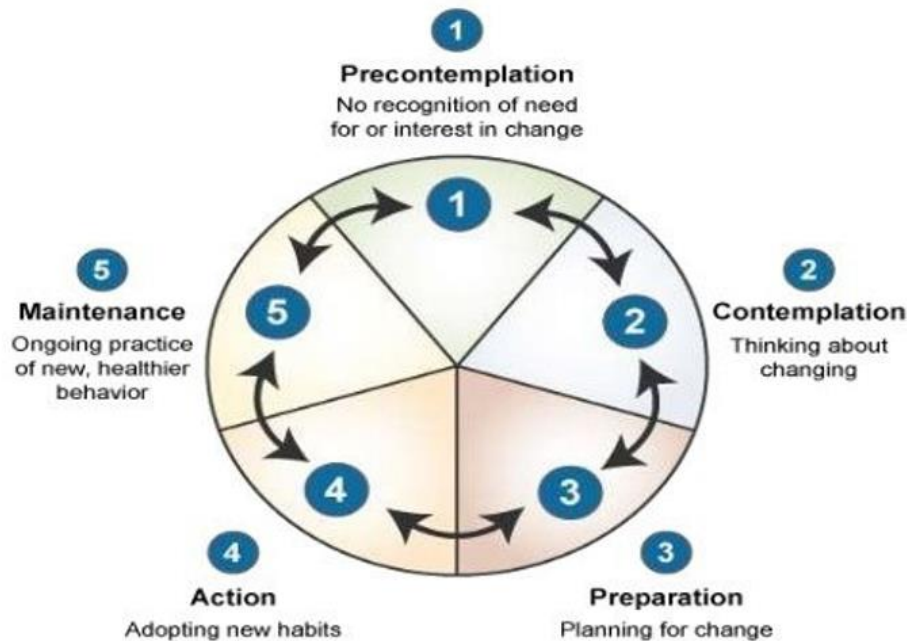
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Attempt **ALL** sections of the question.

Credit will be awarded for logical AND systematic presentations.

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## Question 1



Prochaska, DiClemente & Norcross (1992)

The diagram above represents the Transtheoretical Model (TTM) of Behaviour Change / Stages of Change Model

- (a) Outline the major characteristics of this theory and briefly highlight the advantages of using such a model in Health Communication (5 marks)
- (b) Explain in detail, the stages of the TTM model of Behaviour Change (15 marks)
- (c) Identify a Health campaign programme you are planning to roll out. Show how this theory can be used in the targeted intervention programme you are working on. (10 marks)
- (d) Refer to the scenarios outlined below. Where would you place these individuals on the Transtheoretical model? Refer to the diagram above. Justify your answer.
  - (i) *Amanda*: 'I now go to the dentists every 6 months for a check-up after that abscess in my tooth – it was so painful.' (5 marks)
  - (ii) *Michelle*: 'I have been eating healthier for the last month.' (5 marks)
  - (iii) *Stefan*: 'I have cycled to work for just over a year now, it's so much quicker than sitting in traffic.' (5 marks)
  - (iv) *Cruz*: 'Cigarettes can't kill you! My uncle lived until he was 102 and he smoked all his life.' (5 marks)

(v) *Linda*: 'I have joined the local gym and am going to my first class on Monday, and I have arranged for my children to be looked after by a neighbour.'  
(5 marks)

(vi) *Paul*: 'I enjoy getting drunk with my friends, but my hangovers are getting worse and I would really like to have time to do more at the weekend.'  
(5 marks)

## **Question 2**

Imagine that you are working within a community as a Health Communication Officer. You are involved in advocacy work as well as health campaigns within your community.

- (i) Identify a health issue you would want to draw the community's awareness and attention to the issue. (5 marks)
- (ii) Justify the need for awareness in the health issue identified. (5 marks)
- (iii) Briefly explain the rationale for the work presented. (5 marks)
- (iv) Discuss a relevant health communication theory that will inform your campaign. (15 marks)
- (v) Design a strategic intervention for the health issue identified for example, a poster, leaflet or brochure. The aim of your presentation is to try and persuade the audience to modify or change their behavior in some way according to the campaign. (**Note:** your intervention strategy will be graded on completeness, effort, insight, creativity, appropriateness of health communication techniques and applied relevant content. (30marks)

## **Question 3**

"*Stressors* are demands made by the internal or external environment that upset balance thus affecting physical and psychological well-being and requiring action To restore balance (Lazarus & Cohen, 1977)." Using the quotation as a starting Point;

- (i) Discuss the major tenets of the Transactional Model of Stress and Coping (30 marks)
- (ii) Examine the scope and application of this model in the communication of health messages. Support your answer with relevant examples. (30 marks)

**End of Paper**