



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

NHEC422: Health Communication

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2026

LECTURER: Ms.J.Muzamhindo

DURATION: 3 HOURS

INSTRUCTIONS

1. This paper contains **TWO** sections (Section A and Section B).
2. Section A is **COMPULSORY**.
3. Answer **ANY TWO (2) questions** from Section B.
4. Start each question on a new page in your booklet.
5. Credit will be awarded for logical, systematic and neat presentation
6. Do not repeat material.

SECTION A: COMPULSORY

INSTRUCTION: Answer Question 1.

Question 1

Tanzania's National Sanitation Campaign (NSC)

Tanzania's National Sanitation Campaign (NSC), launched in 2017 as "Nyumba ni Choo" ("The House is a Toilet"), exemplifies a government-led, behavior-centered health promotion effort that dramatically boosted improved sanitation coverage from 43% to 73% by 2021. Using Behaviour Centred Design (BCD)—a process integrating audience insights, creative testing, and adaptive messaging—it shifted norms from open defecation via mass media, events, and partnerships, aligning with prior health communication models. Designed by a cross-sector team (government, NGOs like WaterAid/Share, creative agencies), NSC avoided traditional Community-Led Total Sanitation (CLTS) disgust triggers, opting for "cool," aspirational tones emphasizing pride, modernity, and community status. Key phases of the campaign included : *Formative Research* (2017) - Insights revealed latrine-building as a low-priority chore; campaign reframed it as a home investment signaling success ("Nyumba ni choo" tagline); *Mass Media Blitz* - Radio/TV ads, billboards, social media (WhatsApp challenges), and SMS with celebrity endorsements/testimonials—e.g., artists/police promoting handwashing. Experiments showed testimonials boosted hygiene self-reports by 10-20%; *Direct Community Contact (DCC)* - 100+ events with music, drama, and competitions (e.g., "best latrine" awards); live-streamed for reach. Leaders (political/religious) monitored progress, fostering appraisal support (Cassel); *Adaptations* - COVID-19 pivot to "Mikono Safi Tanzania Salama" ("Clean Hands, Safe Tanzania") integrated WASH with masks/distancing; tagline "Usichukulie Poa, Unategemewa" ("Don't Take Life for Granted, You're Depended On") emphasized responsibility; *Partnerships* - Private sector for cheap toilets, government dashboards (NSMIS) for data-driven tweaks. Annual refreshes maintained engagement, with political buy-in ensuring scale—reaching 80% households via radio dominance in rural areas. Some of the outcomes were that open defecation dropped ~50%; sustained via local ownership and cost-effective at \$2-3/household connection. The challenges included the wide urban-rural gaps in terms of information dissemination and the COVID-19 disruptions addressed adaptively. From this campaign valuable lessons learn included BCD's iterative design (MRC-like piloting) outperformed static CLTS; testimonials/celebrities key per experiments

- (a) How did the campaign integrate multi-channel strategies? [5 marks]
- (b) What role did political and religious leaders play? [5 marks]
- (c) How did the campaign adapt to external shocks like COVID-19? [5 marks]
- (d) How well did partnerships address supply barriers? [5 marks]
- (e) Comment on the impact and community-level changes that occurred as a result of this campaign. [10 marks]
- (f) Briefly outline the theories that you think informed the behaviour centered design (BCD) that was adopted in the implementation of the campaign [10 marks]

SECTION B

INSTRUCTION: *Answer ANY TWO (2) questions.*

Question 2

“The Transtheoretical model (TTM) or Stages of Change model suggests that people change their behavior at certain stages in life rather than making one major change”

- (i) Outline in detail the stages of this model (you may wish to illustrate the stages in diagrammatic form)
- (ii) Discuss the advantages of using such a model in health communication.

[30 marks]

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).” Based on the quotation, discuss the major tenets of the Transactional model of Stress and Coping illustrating how this model can be applied in the communication of health messages.

[30 marks]

Question 4

Select one health communication theory from those indicated below. Write a critical analysis of the theory showing its application in Health Communication.

- (i) The Health Belief Model (HBM)
- (ii) Diffusion of Innovations Theory
- (iii) The Theory of Planned Behaviour (TPB) Cognitive
- (iv) The Communication Persuasion and Information Persuasion Matrix Model
- (v) Transtheoretical Model for Effective Health Behaviour Change

[30 marks]

Question 5

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 attention of the community to.
- (ii) Design a strategic intervention for the health issue identified (e.g. a poster, leaflet, and 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.
- (iii) Your campaign should identify a need for awareness in that area.
- (iv) Your need must be accompanied by some explanations, some rationale for the work presented.

[30 marks]

END OF PAPER
