



### **DCO 402-HEALTH COMMUNICATION EXAM Online**

#### **QUESTION ONE**

Discuss a health communication theory citing one relevant example within your context that can be used to design health messages. (10 marks)

#### **QUESTION TWO**

We are currently in the middle of the SARS-COV2 also referred to as CORONA VIRUS 2019 or COVID19. As a Health Communication expert, critically evaluate FIVE strengths and FIVE weaknesses in the Kenya's Government response campaigns

(10 marks)

#### **QUESTION THREE**

- a) Explain the importance of a health communication plan  
(2 marks)
- b) Using examples, discuss any **FOUR** elements you would have on a health communication plan for drugs abuse messages. (8 marks)

#### **QUESTION FOUR**

You are a health communication expert designing a health message for a certain community. Giving examples, examine FIVE questions you will need to ask yourself and their importance in order to decide whether you will be able to convince the community to embrace behavior change. (10 marks)

#### **QUESTIONS FIVE**

Discuss any two-message appeals used in health communication citing their merits and demerits.

(10 marks)