

NATIONAL UNIVERSITY OF LESOTHO

BSc ENVIRONMENTAL HEALTH

END OF SEMESTER 1 EXAMINATIONS

FEBRUARY 2023

MARKS:100

TIME: 3 HOURS

EHS4303 2022/23 HEALTH COMMUNICATION

---

**Instructions to candidates**

1. Answer **ALL** questions
2. Label all questions and answers legibly, as done in the question paper
3. NO USE OF COURSE MATERIAL IS ALLOWED FOR THIS EXAM

## QUESTION 1

1. Both **verbal** and **written** strategies are used in communication. Explain how these can be enhanced to maximize communication. [4]
2. Discuss any 3 barriers of communication. [6]
3. Elaborate on the following concepts that should be taken into consideration in order to maximize the impact of health communication programs:
  - a) Accuracy
  - b) Availability
  - c) Balance
  - d) Consistency
  - e) Cultural competence
  - f) Evidence-based
  - g) Reach
  - h) Reliability
  - i) Repetition [10]

## QUESTION 2

1. Understanding insurance forms, doctor's instructions, and government health programs can be difficult regardless of a person's education level. The ability, or lack thereof, to understand this sort of information is what health literacy is. You and your team are tasked with assessing the health literacy on the NUL students and staff members. Develop a 10-question questionnaire that will help you achieve this goal and subsequently plan an impactful campaign. [20]
2. Briefly discuss the 5 risk communication models. [10]
3. Explain the following forms of audience segmentation:
  - a) Demographic segmentation
  - b) Geographic segmentation
  - c) Psychographic segmentation
  - d) Usage segmentation
  - e) Payor segmentation
  - f) Benefit segmentation [18]
4. Illustrate how self-efficacy can be improved in a rural setting with limited resources and low education proficiency. [8]
5. In what way would you explain the demographic changes have made an impact on how health communication should be performed in the 20<sup>th</sup> century? [10]

### Question 3

1. As a health educator, write a short essay either agreeing or disagreeing with the following statement: *“the health communication strategies widely used in Lesotho have proven infutile in improving Basotho’s health literacy and increasing positive health behaviours”*.

[14]