

**NATIONAL UNIVERISTY OF LESOTHO**

**BSc ENVIRONMENTAL HEALTH**

**END OF SEMESTER EXAMINATION**

**JANUARY 2024**

**TIME: 3HOURS**

**EHS4303 HEALTH COMMUNICATION**

**100 MARKS**

**Instructions to candidates**

1. Answer **ALL** questions in the paper
2. Each question must be started on a new page

**Question 1 [20 marks]**

- I. Define the following terms/phrases:
  - a. Health behavior [2]
  - b. Behavior change [2]
  - c. Health disparities [2]
  - d. Self-efficacy [2]
  - e. Subjective norms [2]
- II. List all elements of the communication process [10]

## Question 2 [25 marks]

- I. Mention and explain any 5 attributes to effective health communication [10]
- II. In what way would you explain that demographic changes have made an impact on how health communication should be performed in the 20<sup>th</sup> century? [4]
- III. Express in your own words, the importance of interpersonal communication in healthcare [2]
- IV. List any 3 ways in which interpersonal skills can be improved [6]
- V. Give an example of where active listening and empathy would be crucial in a healthcare setting [3]

## Question 3 [26 marks]

- I. “Culture is not static and can evolve over time”. Agree or disagree with this statement using facts [6]
- II. Discuss cultural competence and its relevance to healthcare [6]
- III. Assuming you are a newly appointed chief health inspector, demonstrate how you would use media to improve communication of health information and enhance health behavior change in your jurisdiction [14]

## Question 4 [29 marks]

- I. In relation to the Health Belief Model, mention two components of health-related behavior [4]
- II. Briefly demonstrate your understanding of the Social Cognitive Theory [5]

- III. Discuss all 6 construct of the Theory of Planned Behavior and provide a relevant example of how the theory can be used in health communication [20]

**END OF PAPER...**