

National University of Ireland, Galway
Ollscoil na hÉireann, Gaillimh

Summer Examination 2001

Diploma in Health Promotion

Paper 3

Ms. Sylvia Tilford
Ms. Jane Sixsmith
Dr. John Kelly
Ms. Cindy Dring
Ms. Sharon Friel
Dr. Margaret Barry

Time allowed for each section is 45 minutes

Answer **one** question in each section
Use a separate answer book for each section

Section A: Communication and Media Skills

- Q. 1. Audience segmentation is the foundation upon which the success or failure of a public communication effort is built. Discuss. *(Ms. J. Sixsmith)*
- Q. 2. Critically discuss the Direct Effects Theory of mass media influence. *(Ms. J. Sixsmith)*

Section B: Drugs and Society

- Q. 3. Write an essay on the short and long-term health effects of excessive alcohol consumption in Ireland and the impact of measures to reduce such health effects. *(Dr. J. Kelly)*
- Q. 4. Describe the public health model of prevention specific to substance misuse, and give examples of appropriate strategies for each element of the model. *(Ms. Cindy Dring)*

Section C: Computing

- Q. 5. You are setting up a health research consultancy business running from your own home in Ireland. One of your main clients is based in Germany. Describe a suitable computer system including comments on the hard and software options. *(Ms. S. Friel)*
- Q. 6. Explain any FOUR of the following :

Software, Mainframe System, Public Domain, LANs,
Electronic Communication, Word Processing, Software Piracy.
(Ms. S. Friel)

Section D: Mental Health Promotion

- Q. 7. Outline the theoretical perspectives on mental health deriving from Community Psychology and Preventive Psychiatry. Discuss how these approaches have influenced current models of mental health promotion practice.
(Dr. M. Barry)
- Q. 8. Critically evaluate the research evidence concerning the effectiveness of programmes in relation to EITHER
- a) competence enhancement with young people
- OR
- b) the primary prevention of depression.
- (Dr. M. Barry)