

National University of Ireland, Galway  
Ollscoil na hEireann, Gaillimh

Summer Examination 2001

**Certificate/Diploma in Health Promotion  
Institute of Marino, Dublin**

Paper 1

Ms. Sylvia Tilford  
Dr. Claire Connolly  
Dr. Margaret Barry  
Ms. Jane Sixsmith  
Ms. Jacky Jones  
Dr. Saoirse Nic Gabhainn

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. Compare and contrast mass media communication with one to one communication. What implications does this have for health promotion interventions?  
(Ms. J. Sixsmith)
- Q. 2. Critically discuss the Uses and Gratifications Theory of mass media influence.  
(Ms. J. Sixsmith)

**Section B: Health Promotion at School**

- Q. 3. There are many different stakeholders and approaches in school health promotion. Discuss the various factors which could be considered during an evaluation of school health promotion..  
(Dr. S. Nic Gabhainn)
- Q.4. The new curriculum subject, social, personal and health education (SPHE) and support structures have been introduced to schools. What are the essential elements of these new developments and what are some of the remaining issues which need to be tackled?  
(Dr. A. Hope)

**Section C: Education, Theory and Practice**

- Q.5. Select THREE of the following group activities and describe how they can be used in health education workshops/classes.
- |                      |                        |
|----------------------|------------------------|
| (a) Case studies     | (b) Warm-up activities |
| (c) Brainstorms      | (d) Small Group work   |
| (e) Large group work | (f) Role-play          |
- (Ms. J. Jones/Dr. C Connolly)

- Q. 6. A new policy on sexual harassment at work has been developed by the Health Board. You have been asked to disseminate the policy through participatory learning for all staff. Design a suitable 2-hour workshop session, listing the objective(s) and giving brief details of group activities.

*(Ms. J. Jones/Dr. C Connolly)*

**Section D: Concepts and Principles of Health Promotion**

- Q. 7. "The community, rather than the system or the individual, should be the centre of health promotion" (Green & Raeburn, 1998). Discuss.

*(Dr. M. Barry/Ms. J. Sixsmith)*

- Q.8 Critically discuss the use of the social marketing model for health promotion interventions.

*(Ms. J. Sixsmith)*