

Ollscoil na hÉireann, Gaillimh

NATIONAL UNIVERSITY OF IRELAND, GALWAY

1HS1, MPSYCHSC IN HEALTH PSYCHOLOGY, FIRST YEAR, 2004-2005

Paper 4

**PS566 Psychology and the Promotion of Health  
(Core Course IV)**

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**Time Allowed: 3 hours**

*Candidates are asked to respond to **three** questions  
Please answer each question on a separate answer book.*

1. "It is self-evidently the case that health promotion programmes are more likely to be efficient if they are based on a systematic plan." (Tones and Tilford, 2001). Describe in detail the key elements of such a systematic plan. What are the potential problems in developing such a plan and how may these be overcome?
2. Evaluate the current, and potential, contribution of health psychology theory to the development of successful behaviour change health promotion programmes.
3. Critically evaluate primary care and hospitals as settings for health promotion activities. In your answer, refer to factors within an Irish context which may help or hinder health promotion within these settings.
4. Evaluate the importance of mass media as a tool for health promotion programmes and outline ways in which mass media can be used most effectively as a health promotion tool. In your answer, provide evaluative comments on some recent health promotion programmes which have utilised mass media.
5. The most effective approach for promoting health lifestyles in youth should take into account multiple factors such as individual, social, environmental and public policy influences. Discuss.

6. The workplace has been identified as an important setting for health promotion interventions. Discuss in relation to either (a) nutrition and exercise or (b) alcohol use. What practical issues are relevant to the establishment of workplace health promotion programmes for your chosen lifestyle issue?
7. 'Because of the nature of health promotion, programme planners are confronted with many moral and ethical decisions' (McKenzie & Jurs, 1993). Discuss.