

National University of Ireland, Galway
Ollscoil na hÉireann, Gaillimh

Summer Examination 2000

**Certificate/Diploma in Health Promotion
St. Angela's College, Sligo.**

Paper 1

Dr. Margaret Thorogood
Dr. Claire Connolly
Dr. Margaret Barry
Ms. Jane Sixsmith

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. Discuss the differences between mass media and one to one communication. What implications do these have for the use of mass media in health education.
(Ms. J. Sixsmith)
- Q. 2. Critically discuss the application of commercial advertising techniques to health promotion..
(Ms. J. Sixsmith)

Section B: Education, Theory and Practice

- Q. 5. Give **THREE** ways in which role-play can be used as an effective part of a health education programme on personal development. Illustrate your answer with examples.
(Dr. C. Connolly)
- Q. 6. Explain why you would use group methods as opposed to a "talk" with a group of parents who are interested in health issues?
(Dr. C. Connolly)

Section C: Concepts and Principles of Health Promotion

- Q. 7. As we move into the 21st Century, critically evaluate what progress has been made in the development of health promotion since the Ottawa Charter and outline the challenges that lie ahead.
(Dr. M. Barry)
- Q. 8. You have been asked to design a health promotion initiative to raise awareness of high risk drinking among young adults. What steps in the planning process would you use? Outline an intervention framework and discuss your choice.
(Dr. M. Barry)