



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91, CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESS WAY, JABI, ABUJA**  
**FACULTY OF HEALTH SCIENCES**  
**DEPARTMENT OF PUBLIC HEALTH SCIENCE**  
**2023\_1 POP EXAMINATION**

**COURSE TITLE: HEALTH PROMOTION&EDUCATION&ITS SERVICES (PHS819)**

**COURSE UNITS: 2 Units**

**TIME ALLOWED: 1½ Hours**

**TOTAL MARKS: 70%**

**INSTRUCTION: Answer all the Questions**

**QUESTION 1            25marks**

- 1a. Outline the five priorities in health promotion as declared by Jakarta (5Marks)
- 1b. Give account of the complex history of health promotion (15Marks)
- 1c Highlight five major steps of good practice guidelines (5marks)

**QUESTION 2            25marks**

- 2a. World Health Organisation (WHO) has priorities for health promotion in the 21<sup>st</sup> century. In the context of this assertion, write short notes on:
  - (i) Promote social responsibility for health (5 marks)
  - (ii) Increase investment for health development (5marks)
  - (iii) Consolidate and expand partnership for health (5marks)
  - (iv) Increase community capacity and empower the individual (5marks)
- 2b. Explain “health promotion action” according to the linkages between the five distinct phases in health promotion (5 Marks)

**QUESTION 3            20MARKS**

- 3a. In your own words, describe the health belief model as one of the widely used models (15marks)
- 3b. The systematic study of the ways in which new ideas are adopted by communities led to the development of the theory of innovation diffusion. List the five factors that influence the success and speed with which new ideas are adopted (5 marks)