

SOCIAL WORK AND COMMUNITY DEVELOPMENT LEVEL 5

Carry Out Community Awareness Activities

July/August 2023

SECTION A: (20 MARKS)

1. **C. Community mobilization.**
 2. **B. Coverage.**
 3. **A. To increase your awareness of community needs.**
 4. **A. Services volunteered by individuals or an organization to benefit a community or its institutions.**
 5. **C. Confidentiality worries.**
 6. **C. Communities.**
 7. **D. Use of person-to-person contact.**
 8. **D. Assess community needs.**
 9. **D. One-way dependent relationship.**
 10. **A. Public Health Emergency Response.**
 11. **A. Through use of social media.**
 12. **B. Disrespect.**
 13. **D. Capacity Building.**
 14. **A. Portfolio.**
 15. **A. Plan.**
 16. **B. Define the Audience.**
 17. **C. Coordination.**
 18. **C. Conducting a comprehensive needs assessment.**
 19. **C. Advertising.**
 20. **C. Social media.**
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SECTION B: (40 MARKS)

21. Four qualities of a good facilitator in creating awareness:

- Good communication skills
- Empathy and understanding
- Ability to engage and motivate participants
- Knowledgeable about the subject matter (4 Marks)

22. Four challenges of awareness generation and dissemination:

- Limited access to information
- Cultural barriers
- Lack of community interest or engagement
- Insufficient resources for outreach (4 Marks)

23. Three ways of mobilizing communities for awareness activities:

- Organizing community meetings and forums
- Utilizing local leaders and influencers
- Conducting workshops and training sessions (3 Marks)

24. Five key stakeholders in community awareness and participation plan:

- Local government authorities
- Non-governmental organizations (NGOs)
- Community-based organizations (CBOs)
- Educational institutions
- Health service providers (5 Marks)

25. Four examples of key messages for awareness generation and community participation:

- Importance of health screenings
- Benefits of community engagement
- Awareness of local resources and services
- Encouragement of volunteerism (4 Marks)

26. Three advantages of community-based surveillance:

- Enhanced local knowledge and context understanding
- Increased community involvement and ownership

- Early detection and response to health issues (3 Marks)

27. Five benefits of community awareness:

- Improved community health outcomes
- Increased civic engagement and participation
- Enhanced access to resources and services
- Greater community cohesion and support
- Empowerment of individuals and groups (5 Marks)

28. Four principles for successful community awareness planning:

- Inclusivity and participation
- Clarity of objectives
- Flexibility and adaptability
- Sustainability of efforts (4 Marks)

29. Four roles of professional organizations in community awareness:

- Providing training and resources
- Facilitating networking and collaboration
- Conducting research and disseminating findings
- Advocating for policy changes (4 Marks)

30. Four examples of resources required for community awareness activities:

- Financial resources (funding)
- Human resources (volunteers and staff)
- Educational materials (brochures, flyers)
- Technological resources (social media platforms, websites) (4 Marks)

SECTION C: (40 MARKS)

31. Community Readiness

a) Four characteristics of community readiness:

- **Community Awareness:** Understanding of the issues at hand.
- **Community Willingness:** Openness to engage in solutions.

- **Community Resources:** Availability of support and infrastructure.
- **Community Leadership:** Presence of influential leaders advocating for change. (8 Marks)

b) Six dimensions of community readiness that influence preparedness:

- **Community Efforts:** Existing initiatives addressing the issue.
- **Community Resources:** Availability of financial, human, and material resources.
- **Community History:** Past experiences with similar issues.
- **Community Leadership:** Influence of local leaders on community action.
- **Community Culture:** Norms and values that shape behaviors.
- **Community Engagement:** Level of participation in decision-making processes. (12 Marks)

32. Awareness-Raising Strategy

a) Six components of a community awareness raising strategy:

- **Goal Setting:** Defining clear objectives for awareness.
- **Target Audience:** Identifying who needs to be informed.
- **Key Messages:** Crafting important messages to convey.
- **Communication Channels:** Selecting appropriate media for dissemination.
- **Evaluation Plan:** Assessing the effectiveness of the strategy.
- **Feedback Mechanism:** Ensuring community input for improvement. (12 Marks)

b) Four ways of raising awareness for local organizations:

- **Community Events:** Hosting workshops or fairs.
- **Social Media Campaigns:** Utilizing platforms for outreach.
- **Partnerships:** Collaborating with local businesses and organizations.
- **Public Speaking Engagements:** Presenting at community meetings or schools. (8 Marks)

33. Community Assessment Plan

a) Six components of community awareness plan:

- **Assessment of Community Needs:** Identifying gaps and priorities.
- **Engagement Strategies:** Involving community members in planning.

- **Resource Allocation:** Determining necessary resources for implementation.
- **Implementation Timeline:** Setting a schedule for activities.
- **Monitoring and Evaluation:** Establishing criteria for success.
- **Reporting Mechanisms:** Communicating progress and outcomes to stakeholders. (12 Marks)

b) Four reasons why community awareness is important:

- **Empowerment:** Encouraging community members to take action.
- **Informed Decision-Making:** Providing necessary information for choices.
- **Building Trust:** Fostering relationships among community members.
- **Promoting Accountability:** Ensuring transparency in community projects. (8 Marks)