

Total Question: 165 QAs

1. Which of the following is a secondary intervention aimed at preventing communicable disease in a priority population?

- ☐ a. Chlorination of the water supply
- ☒ b. Quarantining children infected with measles **Correct**
- ☐ c. Immunization program
- ☐ d. Post-meningitis rehabilitation program

Quarantining of children infected with measles is an example of a secondary intervention aimed at preventing communicable disease in a priority population. Interventions:

- Primary: Those interventions intended to prevent the disease from occurring in the first place, such as by chlorinating water or carrying out immunization programs.
- Secondary: Those interventions utilized after the disease has occurred with the aim to prevent the condition from worsening or spreading, such as by quarantining children infected with measles.
- Tertiary: Those interventions to reduce or alleviate the impact of disease, such as post-meningitis rehabilitation programs.

2. A staff member in a health education program to increase HIV/AIDS testing and safe sex practices among gay males in an inner city posted personal information about one client (although not the person's name) on a social media site. This is a violation of which ethical principle?

- ☒ a. Confidentiality **Correct**
- ☐ b. Privacy
- ☐ c. Nonmaleficence
- ☐ d. Justice

If a staff member in a health education program to increase HIV/AIDS testing and safe sex practices among gay males in an inner city posted personal information about one client on a social media site, this is a violation of the ethical principle of confidentiality. Because the program is health-related, this is also a violation of HIPAA regulations. Even though the person was not named, personal information may make identification of the person possible.

3. If the health education specialist is planning a class exercise in which the class members will need to work in small groups, what is most likely to be the best room seating arrangement?

- ☐ a. Circle
- ☐ b. Half-circle
- ☒ c. Cluster **Correct**
- ☐ d. U-seating

If the health education specialist is planning a class exercise in which the class members will need to work in small groups, the best room seating arrangement is probably cluster seating in which four chairs are placed together around a center point. This facilitates working in groups and collaborating and is especially valuable when students are learning from each other and participating in hands-on learning. However, the chair positions mean that some members will have their backs to the front of the room and may need to move their chairs to face the instructor.

4. If the health education specialist is engaged in a campaign to encourage employees at a large company to have flu shots as one method to decrease seasonal absenteeism, the best strategy for gaining attention about the issue is probably

- ☐ a. emails.
- ☐ b. newsletters.
- ☐ c. posters.
- ☒ d. paycheck stuffers. **Correct**

If the health education specialist is engaged in a campaign to encourage employees at a large company to have flu shots as one method to decrease seasonal absenteeism, the best strategy for gaining attention about the issue is probably paycheck stuffers because people are less likely to ignore notices presented with their paychecks than other types of marketing. Another method to encourage flu shots is to offer them at the worksite during work hours and/or to offer incentives.

5. If the health education specialist wants visual data to show health care trends regarding healthcare quality and disparities in order to justify a program, the best source is probably

- ☐ a. CDC.
- ☒ b. AHRQ. **Correct**
- ☐ c. PubMed/MEDLINE.
- ☐ d. the Cochrane Library.

If the health education specialist wants visual data to show health care trends regarding healthcare quality and disparities in order to justify a program, the best source is probably AHRQ, which has compiled annual statistics about healthcare quality and statistics for over a decade. AHRQ provides a number of different data sources, including the Medical Expenditure Panel Survey and the Healthcare Cost and Utilization Project, as well as evidence-based reports.

6. When the health education specialist explains why technology resources benefit the priority population, the health education specialist is applying the ethical principle of

- ☐ a. justice.
- ☐ b. veracity.
- ☒ c. beneficence. **Correct**
- ☐ d. nonmaleficence

When the health education specialist explains why technology resources benefit the priority population, the health education specialist is applying the ethical principle of beneficence. Beneficence requires a focus on the needs of the priority population and the aim to intervene for a positive purpose. Justice involves equal distribution of resources although this may vary according to need. Veracity is being open and truthful while nonmaleficence is avoiding harm to others and is closely allied to beneficence.

7. The health education specialist is implementing a diabetic clinic as part of a health education program to decrease rates of diabetes and diabetic complications among a priority population comprised primarily of undocumented Mexican immigrants with no insurance; however, only a few people have used the clinic because of fears about deportation. What is most likely to be the best marketing plan?

- ☐ a. Targeted mailing in Spanish to members of the priority population
- ☒ b. Gaining support of key informants in the community **Correct**
- ☐ c. Ads in local Spanish language newspapers
- ☐ d. Billboards marketing the program in the community

If the health education specialist is implementing a diabetic clinic as part of a health education program to decrease rates of diabetes and diabetic complications among a priority population comprised primarily of undocumented Mexican immigrants with no insurance, but only a few people have used the clinic because of fears about deportation, the best marketing plan is probably gaining support of key informants in the community. These must be people that the population trusts and may include community leaders, priests or other spiritual advisors, and employers.

8. In order to assess progress in achieving objectives, the health education specialist must first determine

- ☒ a. indicators. **Correct**
- ☐ b. methods.
- ☐ c. responsibility.
- ☐ d. costs.

In order to assess progress in achieving objectives, the health education specialist must first determine indicators—that which will be measured. Indicators should be identified as part of the planning process so that when the program is implemented there is a clear understanding of what will be measured to determine if objectives are met and when and how the measurements will take place. When possible, measures should provide quantitative data although qualitative data may be equally valuable.

9. Utilizing the social analysis network tool PARTNER (Program to Analyze, Record, and Track Networks to Enhance Relationship) to monitor a partnership allows the health education specialist to (1) create visuals showing connections, (2) assess network scores, and (3) assess

- ☐ a. timeline.
- ☐ b. gaps in processes.
- ☒ c. outcomes measures. **Correct**
- ☐ d. financial reports.

Utilizing the social analysis network tool PARTNER (Program to Analyze, Record, and Track Networks to Enhance Relationship) to monitor a partnership allows the health education specialist to create visuals showing connections, assess network scores, and assess outcomes measures:

- Create visuals: showing connections and relationships
- Assess network scores: measures regarding relationships, trusts, and values
- Assess outcomes measures: showing achievements

10. If the health education specialist working for a nonprofit healthcare organization needs to present the results of data collection to the board of directors of the organization, what is the best way to present the data?

- ☒ a. Charts and raw data **Correct**
- ☐ b. Summarize verbally
- ☐ c. Charts only
- ☐ d. Raw data only

If the health education specialist working for a nonprofit healthcare organization needs to present the results of data collection to the board of directors of the organization, the best way to present the information is through charts that provide visual representations of the data and raw data. Because the board of directors oversees the organization, the members should have access to all data. However, the data should be summarized as well so that it is more easily accessible.

11. When applying Bridge's Transition Model to help people in an organization cope with change in the initial stage when they are uncomfortable and/or resistant to change, the health education specialist should

- ☐ a. ignore resistance and appear positive.
- ☐ b. support people and provide guidance.
- ☐ c. celebrate change, reward people, and commit to change.
- ☒ d. listen to people and communicate. **Correct**

When applying Bridge's Transition Model to help people in an organization cope with change in the initial stage when they are uncomfortable and/or resistant to change (ending, losing, letting go), the health education specialist should listen to people, allowing them to freely express opinions, and communicate openly, impressing on people the positive aspects of change and their roles in the change. In stage 2 (neutral zone), confusion and uncertainty are common, so the health education specialist should provide support and guidance. The last stage (new beginning) when people begin to accept changes, the health education specialist should celebrate change, reward people, and commit to change.

12. If members of a priority population take exercise classes and participate in smoking cessation programs, the need for these services would be classified as

- ☐ a. perceived.
- ☒ b. expressed. **Correct**
- ☐ c. normative.
- ☐ d. actual.

If members of a priority population take exercise classes and participate in smoking cessation programs, the need for these services would be classified as expressed because they can be observed. Actual needs are those that are inferred by comparing like areas or populations, such as the lack of recreational facilities. Normative needs indicate a discrepancy between the status of one population and another. Perceived needs are those a population believes are necessary.

13. The first step in the marketing process to facilitate change is to

- ☒ a. analyze the situation. **Correct**
- ☐ b. determine the role of marketing.
- ☐ c. select goals and objectives.
- ☐ d. Select priority populations.

The first step in the marketing process is to analyze the situation. The health education specialist needs a good overview. As part of this step, the problems and population affected should be identified and current behaviors and replacement behaviors analyzed. The environment in which changes will occur must be carefully assessed and then all possible solutions outlined. Step 2 is to select the most appropriate approaches and determine marketing's role. Step 3 is to select goals and objectives and step 4 to segment/select the propriety populations.

14. The health education specialist has developed a new protocol and tools for teaching new parents to properly care for infants. Before implementing the program, the health education specialist should

- ☐ a. survey staff.
- ☐ b. determine problems.
- ☒ c. carry out pilot testing. **Correct**
- ☐ d. conduct further research.

If the health education specialist has developed a new protocol and tools for teaching new parents to properly care for infants, before implementing the program, the health education specialist should carry out pilot testing to determine if the protocol and tools work well or need to be modified. Pilot testing can help to identify strengths of the program as well as problems and to determine if training and materials provide adequate preparation for staff.

15. The health education specialist has received a notice from a community foundation that, because of an increase in funding for another agency and decreased revenue, an anticipated grant cannot be provided to implement the program the health education specialist has developed. The first step in dealing with this barrier to implementation should be to

- ☐ a. delay implementation of the program.
- ☒ b. search for alternative funding sources. **Correct**
- ☐ c. appeal to the community foundation to reconsider.
- ☐ d. modify the program to decrease costs.

If the health education specialist has received notice from a community foundation that, because of an increase in funding for another agency and decreased revenue, an anticipated grant cannot be provided to implement the program the health education specialist has developed, the first step in dealing with this barrier to implementation should be to search for alternative funding sources. Developing a program without first securing funding is never prudent. If other funding sources cannot be identified, then the program may need to be delayed, modified, or cancelled.

16. When utilizing data mining as part of data collection, data mining is used primarily for

- ☐ a. descriptive analysis.
- ☐ b. prescriptive analysis.
- ☐ c. inferential analysis.
- ☒ d. predictive analysis. **Correct**

When utilizing data mining as part of data collection, data mining is used primarily for predictive analysis. For example, data mining of hospital admission and readmission data may provide information that allows the health education specialist to predict the patients that are most likely to be readmitted to the hospital because of noncompliance with treatment. The health education specialist can then target interventions for this priority population in order to improve compliance and reduce readmissions.

17. When using the Ecological Systems Model to assess the capacity of stakeholders to meet program goals, the health education specialist should recognize that

- ☒ a. multiple factors affect behavior. **Correct**
- ☐ b. influences on behavior act independently on the individual.
- ☐ c. usually one primary factor affects behavior.
- ☐ d. behavior is unrelated to physical and sociocultural surroundings.

When using the Ecological Systems Model to assess the capacity of stakeholders to meet program goals, the health education specialist should recognize that multiple factors affect behavior. Ecology refers to the interrelationship between an individual and the environment about that individual. The ecological factors may be intrapersonal, interpersonal, community, organizational, environmental, or policy-associated. These influences interact in multiple ways that may not be predictable, so many issues must be considered during assessment: Do stakeholders have the time, the resources, the motivation, the support, the need, and the ability?

18. The health education specialist is advocating for a free clinic to serve the homeless population as well as undocumented immigrants. All of the following are efforts that may engage stakeholders in the advocacy efforts EXCEPT

- ☐ a. focus groups to review plans for the clinic.
- ☐ b. interview with key informants to discuss plans.
- ☒ c. publicly criticizing the community for inaction. **Correct**
- ☐ d. conducting surveys regarding location of the clinic.

While publicly criticizing the community for inaction regarding a free clinic to serve the homeless population as well as undocumented immigrants may, in fact, catch the attention of some people, it is generally better to use a positive approach when trying to engage stakeholders rather than a negative approach. The health education specialist should focus on benefits to the community and should identify available resources, allies (including other groups or organizations with similar interests), and adversaries.

19. The health education specialist carries out a community needs assessment as part of a public health program. The needs assessment shows a markedly increased rate of HIV among injection drug users because of increased heroin use and needle sharing. An example of an appropriate outcome based on this assessment is

- ☐ a. elimination of new HIV infections in the community.
- ☐ b. elimination of injection drug use.
- ☐ c. increased punishment for drug dealers.
- ☒ d. establishment of a needle exchange program. **Correct**

If a community needs assessment shows markedly increased rates of HIV among injection drug users, an example of an appropriate outcome based on this assessment is establishment of a needle exchange program because needle sharing is a common means of transmission of HIV. This outcome directly applies to the need. Outcomes that call for the "elimination" of something are usually unrealistic. Increased punishment for drug dealers does not address the problem of HIV infection.

20. The health education specialist carries out a community needs assessment as part of a public health program. The needs assessment shows a markedly increased rate of HIV among injection drug users because of increased heroin use and needle sharing. If the health education specialist commits the public health department to work with another community agency to promote the common goal of reducing HIV infections related to injection drug use, what type of intervention the health education specialist is utilizing?

- ☐ a. Consultation
- ☒ b. Collaboration **Correct**
- ☐ c. Advocacy
- ☐ d. Outreach

If the health education specialist commits the public health department to work with another community agency to promote the common goal of reducing HIV infections related to injection drug use, the type of intervention the health education specialist is utilizing is collaboration. Collaboration involves two or more individuals or organizations working together to meet a common goal in such a way that the sum of the whole is greater than the sum of the parts.

21. Which of the following is most likely to be the impact of a strictly enforced local ordinance against sleeping on the streets or in the parks overnight in the downtown area in order to remove the homeless?

- ☐ a. Increased numbers of shelters
- ☒ b. Shift of homeless population to outside the downtown area **Correct**
- ☐ c. Decrease in the homeless population of the area
- ☐ d. Increase in crimes against property

The most likely impact of a strictly enforced local ordinance against sleeping on the streets or in the parks overnight in the downtown area in order to remove the homeless is a shift of the homeless population to outside of the downtown area. Ideally, there would be an increase in shelters, but this, unfortunately, is rarely the case as such ordinances are usually intended to rid the area of the homeless rather than to accommodate them.

22. Which of the following is an example of a voluntary health agency with which the health education specialist may collaborate in carrying out preventive health projects?

- ☐ a. Ford Foundation
- ☐ b. Shriner's
- ☒ c. American Heart Association **Correct**
- ☐ d. The American Academy of Health Behavior

There are a number of different types of non-governmental health agencies:

- Voluntary health agencies such as the American Heart Association and American Cancer Society
- Philanthropic foundations such as the Ford Foundation and Rockefeller Foundation
- Fraternal, religious, and service organizations such as Shriner's, Salvation Army, Lion's, and Catholic Relief Fund
- Professional health associations such as the American Academy of Health Behavior and American Alliance for Health, Physical Education, Recreation, and Dance

23. When storing and utilizing large amounts of personal data about members of a priority population, what is the primary concern?

- ☐ a. Accuracy
- ☐ b. Ease of access
- ☐ c. Clarity
- ☒ d. Security **Correct**

When storing and utilizing large amounts of personal data about members of a priority population, the primary concern is security. Access to the data should be carefully controlled through passwords or other forms of identification. Personally identifiable information (PII), which includes any information that can be utilized to identify, locate, or contact a person (such as name, address, email address, telephone number, fingerprints, photographic image, and Social Security number), must be secured and confidentiality assured.

24. Which step in media literacy is the health education specialist utilizing when using media devices to convene a priority population?

- ☒ a. Reaction **Correct**
- ☐ b. Awareness
- ☐ c. Reflection
- ☐ d. Analysis

The step in media literacy that the health education specialist is utilizing when using media devices to convene a priority population is reaction, the last step in the 4-step process. The first step, awareness, involves exploration of media sources through accessing information from a variety of different sources. The second step involves analysis of the various messages by comparing and contrasting. The third step involves reflection to evaluate the implicit and explicit messages from the individual's perception.

25. When considering the best method of surveying a population for a needs assessment, what is the first thing to consider?

- ☐ a. Resources needed for assessment
- ☐ b. Timeframe required for assessment
- ☒ c. Characteristics of the target population **Correct**
- ☐ d. Ease of administration of assessment

When considering the best method of surveying a population for a needs assessment, the first thing to consider is the characteristics of the target population. The health education specialist must consider such factors as age, ethnic background, and socioeconomic status in order to pick a survey method that is likely to receive the best return. As preparation for more formal surveys, the health education specialist may conduct a literature review and windshield assessments.

26. The health education specialist plans to conduct community forums and to interview key informants regarding needs of a priority population for health-related information. Prior to the forums and interviews, the health education specialist should

- ☐ a. draw up a list of suggestions.
- ☒ b. review literature and social indicators. **Correct**
- ☐ c. ask for volunteers to disseminate health information.
- ☐ d. form focus groups to discuss needs.

If the health education specialist plans to conduct community forums and to interview key informants regarding the needs of a priority population for health-related information, prior to the forums and interviews, the health education specialist should review literature and social indicators, such as census data, health statistical data, and welfare data so that the health education specialist comes armed with some information. The health education specialist may also carry out a windshield assessment to get an overall impression of the community.

27. If a television ad for a health campaign has a large reach but a poor recall, the problem is probably

- ☐ a. hour of viewing.
- ☐ b. size of audience.
- ☒ c. presentation of material. **Correct**
- ☐ d. audience literacy.

If a television ad for a health campaign has a large reach (the number of people who were exposed to or viewed the ad) and a poor recall (number of people who recalled seeing the ad or remembered the message), then the problem is probably the presentation of the message. Television ads are brief—usually 15, 30, or 60 seconds. Thirty-second ads usually show better return on investment than 15-second ads. Ads must rapidly catch the viewers' attention and be memorable enough to ensure recall.

28. The health education specialist is concerned about healthcare disparities and wants to participate in advocacy efforts. The health education specialist's advocacy efforts should begin with

- ☐ a. local public health department.
- ☒ b. personal practice. **Correct**
- ☐ c. state legislature.
- ☐ d. federal legislature.

If the health education specialist is concerned about healthcare disparities, the health education specialist's advocacy efforts should begin with personal practice, ensuring equity in provision of care and selection of the priority population. When developing programs, the health care specialist should consider those in the community who lack adequate care, such as immigrants, people with low incomes, and the homeless. Other advocacy efforts may include joining local, state, and national organizations to actively lobby to overcome health disparities.

29. The health education specialist has placed information about the need for vaccinations on a kiosk in a local mall. What type of communication channel is the health education specialist utilizing?

- ☒ a. Community **Correct**
- ☐ b. Interpersonal
- ☐ c. Mass media
- ☐ d. Organizational

If the health education specialist has placed information about the need for vaccinations on a kiosk in a local mall, the type of communication channel the health education specialist utilizing is the community channel. Community channels also include school campaigns, town hall meetings, community events, faith-based campaigns, community educational programs, public speeches. Community channels often engender trust because they may be familiar and may reach a large audience; however, community channels may be difficult to establish and behavior change resulting from community channels is difficult to measure.

30. When prioritizing community needs for preventive efforts, the three primary considerations are (1) leading causes of death/morbidity, (2) years of potential life lost, and (3)

- ☐ a. political support.
- ☐ b. population characteristics.
- ☐ c. policy.
- ☒ d. economic costs. **Correct**

When prioritizing community needs for preventive efforts, the three primary considerations are:

- Leading causes of death/morbidity: This information available from the National Center for Health Statistics and usually includes such disorders as heart disease, cancer, stroke, and COPD.
- Years of potential life lost: These include disorders that are life threatening or may shorten life, such as diabetes and cancer.
- Economic costs: These costs are usually to society as a whole, but they may be focused more locally, such as costs to a city.