

**UNIVERSITY OF KWAZULU-NATAL  
SCHOOL OF AGRICULTURAL, EARTH & ENVIRONMENTAL SCIENCES  
DIETETICS & HUMAN NUTRITION  
EXAMINATION: NOVEMBER 2014  
SUBJECT, COURSE & CODE: NUTR 342 –P1  
NUTRITION EDUCATION AND COMMUNICATION**

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**DURATION: 3 HOURS**

**TOTAL MARKS: 100**

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**External Examiner: Ms J Wilkenson  
Internal Examiner: Mrs H Esteves**

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**NOTE: THIS PAPERS CONSISTS OF TWO (2) PAGES, PLEASE SEE THAT YOU HAVE THEM ALL.**

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**NOTE: Section A is compulsory. Answer it in full.**

**Answer Section B in a separate book. Answer two (2) questions from Section B. Relate you examples to the scenarios given.**

**Please ensure that you number your questions correctly.  
Start each question on a new page.**

**SECTION A: COMPULSORY. ANSWER THE WHOLE QUESTION**

**YOU ARE EMPLOYED AS A NUTRITION CONSULTANT AT THE LOCAL OBESITY CLINIC. RELATE ALL YOUR EXAMPLES TO THIS CONTEXT.**

**Question 1.1**

Health can be defined in a number of ways which will ultimately affect your health related activities.

Describe, giving relevant examples, how the Health Services approach vs the Community Development Approach to health, will differ and impact on health education.

**(10)**

**Question 1.2**

When planning for program evaluation, careful consideration should be given to the selection of the evaluator. List and describe the relevant factors to consider in this regard.

**(10)**

**Question 1.3**

List 10 characteristics of the adult learner. For each, give one relevant implication with a practical idea of how you would use this information when running a 4 week evening nutrition course for school teachers.

**(15)**

**Question 1.4**

Q 1.4.1. List 6 assumptions that result in the failure of many nutrition education programs, giving a different example for each.

**(9)**

Q 1.4.2. List 6 things that the nutrition educator should do, in order to be successful

**(6)**

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**TOTAL SECTION A: 50**

**SECTION B: ANSWER ANY TWO (2) QUESTIONS.**

**Please use a separate book.**

**Please ensure that you number your questions correctly.**

**Start each question on a new page.**

**Relate all your answers and examples to the following scenario.**

YOU ARE A CONSULTANT NUTRITIONIST EMPLOYED BY THE LOCAL GOVERNMENT TO HEAD UP THE IMPLEMENTATION OF THE NEW PROPOSED LEGISLATION TO REDUCE THE SALT INTAKE OF SOUTH AFRICANS

**QUESTION 2**

Some of the team members feel that it is good enough to get the message out and evaluating the program is a waste of resources.

Discuss the purpose of evaluation in this context and provide relevant examples to demonstrate your understanding thereof. **(25)**

**QUESTION 3**

Before planning your various programs you need to write useful objectives to ensure you are able to measure the success of your programs.

Using relevant examples, discuss the characteristics that you need to consider when writing these objectives. **(25)**

**QUESTION 4**

Discuss, with practical relevant examples, the various behavioural/stimulus response theories and how they can be used effectively in your practice when working with an overweight hypertensive client. **(25)**

**TOTAL SECTION B: 50**

**TOTAL : 100 MARKS**