

Health Academy Program

Community Awareness Manager Blueprint

Blueprint Outline

Evaluation Item	Sections	Percentage
(100 MCQs, 2 hours)	1. Principles of community health education and promotion	20%
	2. Project management and leadership	20%
	3. Planning and evaluation of health promotion programs	20%
	4. Communication skills for community awareness	10%
	5. Social media platforms in community awareness	15%
	6. Coordination, documentation and reporting	15%
Total		100%

Note:

- Pass criteria: must obtain a score equal to or higher than the 65% to pass the test.
- Blueprint distributions of the examination may differ up to +/-5% in each category.

References:

1. Butler, J. T. (2001). Principles of health education and health promotion 3rd ed. Australia: Wadsworth/Thomson Learning, 231-255.
2. Snelling, A. M. (2014). Introduction to health promotion: John Wiley & Sons.
3. Australian Health Promotion Association. (2009). Core Competencies for Health Promotion Practitioners. Retrieved from https://www.healthpromotion.org.au/images/docs/core_competencies_for_hp_practitioners.pdf.
4. FERTMAN C.I. & ALLENSWORTH D. D. (2010) Health Promotion Programs from Theory to Practice. Jossey-Bass.
5. McKee, A. (2013). Management: A Focus on Leaders (Mymanagementlab) (2nd Edition ed.): Pearson.
6. Hayden, J. (2021). Introduction to Public Health Program Planning: Jones & Bartlett Publishing.
7. Cigna. (2015). Health Awareness Day Planning Guide. Retrieved from <https://www.cigna.com/assets/docs/sites/health-promotion/health-awareness-day.pdf>.

8. McKee, A. (2013). Management: A Focus on Leaders (Mymanagementlab) (2nd Edition ed.): Pearson.
9. Corcoran, N. (2010). Working on Health Communication (1st edition ed.): SAGE Publications Ltd.
10. Bensley, R. J., & Brookins-Fisher, J. (2019). Community and public health education methods: A practical guide. In: Jones & Bartlett Learning.
11. CDC. (2019). CDC Social Media Tools, Guidelines & Best Practices. Retrieved from <https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>.
12. CDC. (2011). The Health Communicator's Social Media Toolkit. Retrieved from https://www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bmpdf.
13. AHRQ. (2015). Tips on Writing a Report on Health Care Quality for Consumers. Retrieved from <https://www.ahrq.gov/talkingquality/resources/writing/index.html>.
14. Hoffmann, T. C., Glasziou, P. P., Boutron, I., Milne, R., Perera, R., Moher, D., . . . Michie, S. (2014). Better reporting of interventions: template for intervention description and replication (TIDieR) checklist and guide. *BMJ: British Medical Journal*, 348, g1687. doi:10.1136/bmj.g1687.
15. Buck, D., Godfrey, C., & Morgan, A. (1996). Performance indicators and health promotion targets: University of York, Centre for Health Economics.

Note:

- This list is intended for use as a study aid only. SCFHS does not intend the list to imply endorsement of these specific references, nor are the exam questions necessarily taken solely from these sources.

