

# Certified in Public Health (CPH) Practice Exam (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## 1. Start with a Diagnostic Review

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## 2. Study in Short, Focused Sessions

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## 3. Learn from the Explanations

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## 4. Track Your Progress

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## 5. Simulate the Real Exam

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## 6. Repeat and Review

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## **Questions**

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- 1. What type of molecules extend from the backbone into the helix of a DNA double helix?**
  - A. Bases**
  - B. Amino acids**
  - C. Lipids**
  - D. Carbohydrates**
  
- 2. Which of the following terms is expressed as a ratio?**
  - A. Male Births / Male + Female Births**
  - B. Female Births / Male + Female Births**
  - C. Male Births / Female Births**
  - D. Stillbirths / Male + Female Births**
  
- 3. The social marketing conceptual framework is known for its 4 P's and competition. Which of the following is not one of the 4 P's?**
  - A. Price**
  - B. Product**
  - C. Population**
  - D. Place**
  
- 4. What does the term "channel" refer to in communication?**
  - A. The appropriate television listing for reaching the most people in a demographic**
  - B. The medium in which the message travels**
  - C. The pathway of least resistance among**
  - D. The time slot chosen for maximum viewership**
  
- 5. Which factor can influence the severity of an infectious disease in a population?**
  - A. Genetic predisposition**
  - B. Type of healthcare facility**
  - C. Season of the year**
  - D. Access to vaccines**

**6. What type of study design is best suited for identifying risk factors for a rare form of bone cancer in children?**

- A. Prevalence survey.**
- B. Case-control study.**
- C. Cohort study.**
- D. Experimental study.**

**7. What is the best source of information on adult and infant mortality?**

- A. Disease registers**
- B. Vital statistics**
- C. Special survey study**
- D. Hospital clinic statistics**

**8. When a mutation alters the structure of DNA, the body's effect results from a change in the structure of a(n):**

- A. Protein**
- B. Steroid hormone**
- C. Amino acid**
- D. Vitamin**

**9. Which areas of public health specialization are important for understanding asthma dynamics?**

- A. Behavioral health and environmental health**
- B. Environmental health and epidemiology**
- C. Epidemiology, behavioral health, and health management**
- D. Behavioral health, epidemiology, health management, and environmental health**

**10. What aspect of health care does "employee satisfaction" correlate with?**

- A. Quality of care delivery**
- B. Cost-effectiveness of services**
- C. Access to preventive health services**
- D. Patient adherence to treatments**

## **Answers**

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1. A
2. C
3. C
4. B
5. A
6. B
7. B
8. A
9. D
10. A

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## **Explanations**

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**1. What type of molecules extend from the backbone into the helix of a DNA double helix?**

- A. Bases**
- B. Amino acids**
- C. Lipids**
- D. Carbohydrates**

The correct answer is that bases extend from the backbone into the helix of a DNA double helix. In the structure of DNA, the backbone is made up of alternating sugar and phosphate molecules, creating a sturdy framework. Attached to this backbone are the nitrogenous bases—adenine, thymine, cytosine, and guanine—which extend inward towards the center of the helix. These bases pair specifically with one another, adenine with thymine and cytosine with guanine, forming the rungs of the DNA ladder. This base-pairing is crucial for the stability of the DNA structure and for the transmission of genetic information. The way these bases are arranged and paired allows the double helix to maintain its shape and facilitates processes such as replication and transcription, which are fundamental to understanding molecular biology and genetics. In contrast, amino acids are the building blocks of proteins and do not form the structure of DNA. Lipids are primarily associated with cell membranes and energy storage, while carbohydrates serve as energy sources and structural components, none of which are involved in forming the DNA structure or its double helix configuration.

**2. Which of the following terms is expressed as a ratio?**

- A. Male Births / Male + Female Births**
- B. Female Births / Male + Female Births**
- C. Male Births / Female Births**
- D. Stillbirths / Male + Female Births**

The term that is expressed as a ratio is represented by comparing two quantities directly, often indicating a relationship between them. In the context of the provided options, the ratio of Male Births to Female Births is a straightforward comparison of the number of male births to the number of female births. This is a classic example of a ratio, which expresses how many times one quantity contains or is contained within another. To further clarify, the other choices express proportions relative to a total or encompass different relationships. For instance, options involving total births (like Male + Female Births) or specifically looking at stillbirths in relation to the total number of births illustrate a part-to-whole comparison, often interpreted as a fraction rather than a ratio of two distinct entities. Thus, while all the given options relate to birth statistics, only the option representing Male Births to Female Births conveys a direct ratio format, illustrating the comparative magnitude of one category against another without a total denominator involved.

**3. The social marketing conceptual framework is known for its 4 P's and competition. Which of the following is not one of the 4 P's?**

- A. Price**
- B. Product**
- C. Population**
- D. Place**

The social marketing conceptual framework is indeed centered around the 4 P's, which include Product, Price, Place, and Promotion. Each of these elements plays a critical role in designing strategies that can effectively influence behaviors for public health goals. Product refers to the service or behavior that is being promoted to meet the needs of the target audience. Price reflects the cost or barriers associated with adopting the promoted behavior or purchasing the product. Place encompasses the distribution channels that make the product accessible to the audience. Promotion involves the communication strategies used to inform and persuade the target population about the benefits of the product. Population, while important in understanding the target audience for social marketing campaigns, does not fall under the traditional 4 P's of social marketing. This terminology typically relates to the marketing mix that focuses on the strategic deployment of products and services rather than demographic segmentation. Consequently, Population does not align with the framework that defines the essential components of a social marketing strategy.

**4. What does the term "channel" refer to in communication?**

- A. The appropriate television listing for reaching the most people in a demographic**
- B. The medium in which the message travels**
- C. The pathway of least resistance among**
- D. The time slot chosen for maximum viewership**

The term "channel" in communication refers to the medium through which a message is transmitted from the sender to the receiver. This encompasses various forms of communication methods, such as television, radio, print media, social media, and face-to-face conversations. Understanding the channel is crucial because it can significantly influence how the message is perceived and understood by the audience. For example, the effectiveness of a public health campaign can depend on whether it is delivered through social media or traditional television advertising, as each medium has unique characteristics and reaches different demographics. The other options focus on more specific contexts of communication or audience engagement rather than the broad concept of a "channel." They may pertain to particular aspects of media planning or demographics but do not capture the essential definition of what a channel is in the realm of communication.

**5. Which factor can influence the severity of an infectious disease in a population?**

- A. Genetic predisposition**
- B. Type of healthcare facility**
- C. Season of the year**
- D. Access to vaccines**

The severity of an infectious disease in a population can be significantly influenced by genetic predisposition. This factor encompasses the genetic variations that individuals may carry, which can affect their immune response to pathogens. Certain genetic traits may enhance an individual's ability to fend off infections or may make them more susceptible to severe manifestations of the disease. For example, some populations may have genetic traits that provide immunity or resistance to specific infectious agents, while others may lack such protective genes, leading to more severe outcomes.

Understanding the role of genetic predisposition is crucial in public health, as it can inform targeted interventions, potential vaccine development, and personalized medical approaches based on population genetics. This consideration integrates the biological aspects of disease susceptibility and helps shape public health strategies to mitigate outbreaks effectively. Other factors mentioned, such as the type of healthcare facility, season of the year, and access to vaccines, certainly influence disease dynamics, but they do not intrinsically alter the biological susceptibility of individuals in the same profound manner that genetic predisposition does. These factors can affect disease spread and management but rely on the underlying individual and population genetic makeup in determining severity.

**6. What type of study design is best suited for identifying risk factors for a rare form of bone cancer in children?**

- A. Prevalence survey.**
- B. Case-control study.**
- C. Cohort study.**
- D. Experimental study.**

A case-control study is particularly well-suited for identifying risk factors for rare conditions such as a rare form of bone cancer in children. This study design involves comparing individuals who have the disease (cases) to individuals who do not have the disease (controls) to identify potential risk factors or exposures that may be associated with the condition. The primary advantage of a case-control study in this context is its efficiency, especially when the disease is rare. Since only a limited number of cases are available, this design allows researchers to gather a sufficient number of controls to analyze and compare possible risk factors without needing a large population sample. By focusing on individuals who already have the disease, researchers can more easily identify and evaluate their past exposures to potential risk factors, thereby helping to elucidate causal relationships. In contrast, a prevalence survey would primarily provide information about the distribution of the disease in a certain population at a specific time, without investigating the relationship between exposures and the disease. A cohort study, while valuable for studying the effects of risk factors over time, requires a larger sample size and long-term follow-up, making it less practical for rare diseases. An experimental study involves intervention and is not typically used to identify risk factors, particularly for diseases like cancer that may take years.

**7. What is the best source of information on adult and infant mortality?**

- A. Disease registers**
- B. Vital statistics**
- C. Special survey study**
- D. Hospital clinic statistics**

Vital statistics serve as the best source of information on adult and infant mortality because they encompass the collection and analysis of data related to birth and death rates within a specific population. This systematic collection of demographic data is typically collected through official governmental systems, which include death certificates and birth records. These records not only provide accurate counts of deaths but also often contain additional demographic information such as age, gender, and cause of death, which are crucial for understanding mortality trends. In contrast, disease registers may focus primarily on the incidence of specific diseases rather than comprehensive mortality information. Special survey studies can provide valuable insights but may not have the breadth or systematic scope to accurately reflect overall mortality rates. Hospital clinic statistics are limited to data from those who seek medical care and do not capture the broader population trends or those who may have died outside of a healthcare setting. Hence, while those sources can provide useful data, they do not offer a complete or official view of adult and infant mortality rates like vital statistics do.

**8. When a mutation alters the structure of DNA, the body's effect results from a change in the structure of a(n):**

- A. Protein**
- B. Steroid hormone**
- C. Amino acid**
- D. Vitamin**

The correct answer is that a mutation altering the structure of DNA primarily impacts the resulting protein structure. Genes, which are segments of DNA, provide the instructions for synthesizing proteins. When a mutation occurs in a gene, it can change the sequence of nucleotides, which subsequently alters the sequence of amino acids in a protein during the process of translation. This change can affect protein folding, functionality, and interaction with other molecules in the body. Proteins are essential macromolecules that perform a vast array of functions within biological organisms, including acting as enzymes, hormones, and structural components. Therefore, any change at the genetic level can significantly impact the protein produced, ultimately affecting various physiological processes and potentially leading to diseases. The other options—steroid hormones, amino acids, and vitamins—do not directly result from a mutation in DNA. While amino acids are the building blocks of proteins and are influenced by the protein structure, they are not a direct outcome of DNA alterations. Steroid hormones are synthesized from cholesterol and do not derive from genetic mutations, and vitamins are organic compounds that are not synthesized directly from DNA but are rather obtained from the diet.

**9. Which areas of public health specialization are important for understanding asthma dynamics?**

- A. Behavioral health and environmental health**
- B. Environmental health and epidemiology**
- C. Epidemiology, behavioral health, and health management**
- D. Behavioral health, epidemiology, health management, and environmental health**

Understanding asthma dynamics requires a comprehensive approach that encompasses multiple public health specializations. Behavioral health is essential as it addresses how psychological and social factors, such as stress and coping mechanisms, can influence an individual's experience with asthma and adherence to treatment. Environmental health plays a critical role by examining the impact of environmental factors, such as air quality, allergens, and pollutants, which can trigger asthma symptoms and exacerbate the condition. Epidemiology provides vital insights into the patterns, causes, and effects of asthma within populations, informing public health interventions and policies aimed at reducing incidence rates. Health management contributes by offering strategies for effective patient care coordination, access to healthcare services, and the implementation of preventive measures to enhance asthma management in communities. In conclusion, a thorough understanding of asthma dynamics requires knowledge in all these areas, making the inclusion of behavioral health, epidemiology, health management, and environmental health vital for effective public health practice related to asthma.

**10. What aspect of health care does "employee satisfaction" correlate with?**

- A. Quality of care delivery**
- B. Cost-effectiveness of services**
- C. Access to preventive health services**
- D. Patient adherence to treatments**

Employee satisfaction is closely linked to the quality of care delivery within healthcare settings. When healthcare workers are satisfied with their jobs, they are more likely to be engaged, motivated, and provide better service to patients. High levels of employee satisfaction can lead to improved communication, teamwork, and a positive workplace environment which are essential components for delivering high-quality care. Additionally, satisfied employees tend to show higher levels of professional performance, contributing to decreased turnover rates and increased institutional knowledge. This stability among staff members is beneficial for building trust and rapport with patients, which is also a crucial element in the overall quality of healthcare services. In contrast, while cost-effectiveness, access to preventive services, and patient adherence are all important aspects of health care, they do not directly correspond to employee satisfaction in the same manner. The direct influence of employee morale on the quality of care underscores its crucial role in facilitating positive health outcomes for patients.

# Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://cph.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**

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