Group Presentation (Practice intervention)

by Malhar Parbhubhai Patel

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Quit for Life

Don't be fool, Smoking is not cool



MALHAR PATEL(2240598) KRISHNA BHUT(2240406) KAVITA JANI(2240392)

6 WEEK ACTIVITY PLANNING

WEEK 1

MEDITATION

10 Minutes Guided Meditation
3 times a week



WEEK 2

YOGA

30 Minutes yoga practice
2 times a week



WEEK 3

SPIROMETER EXERCISE

10 times
3 times a week



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6 WEEK ACTIVITY PLANNING

WEEK 4

SEMINAR

45-50 Minutes
seminar
Once in a week



WEEK 5

AEROBIC EXERCISE

30 Minutes
5 times a week



WEEK 6

TREKKING

3 hours uphill
trekking
Once in a week

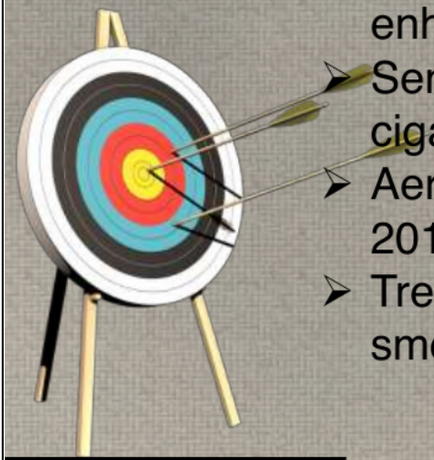


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Supporting Slide

Aims of the Activities

- Meditation: Meditation improves willpower and lowers a person's level of stress and anxiety. It will aid in overcoming stress and cravings for tobacco after quitting (limey et al., 2019).
- Yoga: Yoga seems to boost the chances of successfully quitting smoking, especially for light smokers (bock et al., 2019).
- Spirometer exercise: Spirometer exercise is a very effective method for enhancing lung function, according to multiple studies.
- Seminar: To increase understanding of the negative effects of smoking cigarettes and the benefits of quitting.
- Aerobic exercise: Aerobic exercise improve cardiovascular endurance (ho, 2012).
- Trekking: To shows the effect of 5 week activity and benefits of cigarette smoking to the participants.



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Rationales



Health Benefits: Smoking is a significant contributor to preventable diseases and early mortality. People who stop smoking have a much lower risk of getting a variety of illnesses such as lung cancer, heart disease, stroke, respiratory disorders, and many other smoking-related diseases (Benjamin et al., 2014). A quit smoking campaign aims to promote healthier lifestyles and improve overall public health.



Passive Smoking: Smoking not only harms the smoker but also endangers the health of those around them. Second-hand smoke contains numerous harmful chemicals and can lead to various health problems in non-smokers, including respiratory issues and an increased risk of developing lung cancer (jarvis et al., 2000). A quit smoking campaign helps to protect non-smokers from the dangers of second-hand smoke.

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Rationales



Social and Environmental Impact: Smoking has negative social and environmental consequences. It can create social divides, as non-smokers may feel discomfort or be exposed to second-hand smoke in public spaces (roupa et al., 2016). Additionally, discarded cigarette butts contribute to environmental pollution. A quit smoking campaign promotes a smoke-free environment, fostering healthier communities and a cleaner planet (ASH-Action on Smoking and Health, 2014).

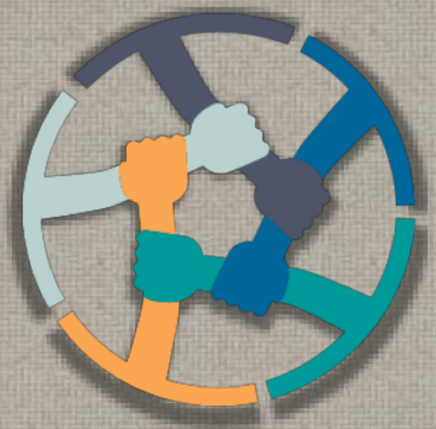


Cost Savings: Smoking is an expensive habit that drains financial resources. A quit smoking campaign can highlight the significant financial savings that individuals can achieve by quitting smoking (Rasmussen et al., 2005). This can serve as a motivation for smokers to kick the habit and redirect their money toward more meaningful and fulfilling endeavours.

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Rationales

Support and Resources: A quit smoking campaign can provide valuable support and resources to individuals who want to quit smoking. It can raise awareness about available cessation programs, hotlines, support groups, counselling services, and medical interventions, increasing accessibility and success rates for smokers seeking to quit (GOV.UK, 2018).



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National Guidelines

❑ Legislation and Age Restrictions:

The legal age for purchasing tobacco products in the UK is 18. Strict enforcement of age restrictions is essential to prevent young people from accessing tobacco. Retailers are required to ask for identification to verify the age of customers.

❑ Tobacco Advertising and Promotion:

Comprehensive bans on tobacco advertising, promotion, and sponsorship have been implemented in the UK. This includes restrictions on tobacco advertising in all media, including print, broadcast, and online platforms. There are also restrictions on tobacco product displays in shops.

❑ Graphic Health Warnings:

Cigarette packages in the UK are required to display graphic health warnings covering a significant portion of the packaging. These warnings highlight the dangers of smoking and aim to deter young people from starting or continuing smoking.

❑ Education and Awareness:

The UK government promotes education and awareness programs to educate youth about the adverse outcomes of smoking. These programs emphasize the health risks, social problems, and financial burdens of smoking. They also provide information on how to quit smoking and access support services.

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NICE guideline (NG209)

National Guidelines

- **Smoke-Free Environments:**

Smoking is not allowed in enclosed public areas, including workplaces, in the UK due to the implementation of comprehensive smoke-free laws. These policies establish smoke-free spaces as the societal norm while also preventing young people from being exposed to secondhand smoke.

- **Support Services and Cessation Programs:**

Access to smoking cessation services and programs are important for young people who want to quit smoking. The UK provides various resources, including helplines, online support, and counselling services, to assist individuals in quitting smoking.

- **Plain Packaging:**

In the UK, tobacco products are required to be sold in standardized plain packaging with no branding or attractive designs. This measure aims to reduce the appeal of tobacco products, particularly among young people.



NICE guideline (NG209)

X

STATISTICS

- In the UK, about 1 in 7 adults smoke. It raises the chance of numerous significant health issues, including lung disease, cancer, heart disease, and stroke. Smoking causes over 78,000 deaths in England each year which makes it the main cause of death and illness.
- 99% of daily cigarette smokers start smoking before they are 26 and about 90% starts by the time they are 18 years old.
- Younger age groups typically have greater rates of smoking prevalence. In 2020, it was predicted that 16.7% of adults between the ages of 18 and 24 smoked cigarettes.
- Seventy percent of teenagers who smoke claim that, given an opportunity, they would not have started.
- 506,100 hospital admissions in the UK in 2020 were caused by smoking.
- In the UK, it was estimated that 14.1% of individuals smoked in 2020.
- 52.7 percent of smokers say they want to quit, and 1 in 5 want to do so in the course of the next three months.



Y

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NHS., 2023

Short Term Consequences



- Oxygen level decreases
- Increased Carbon monoxide level
- Increased Blood pressure
- Dulling the sense of smell and taste
- Increased Pulse rate
- Shortness of breath
- Decrease blood circulation
- Fatigue and dizziness

Supporting Slide

- When a person smokes, the chemicals in the tobacco can damage the lungs and airways, which can make it difficult for the body to get the oxygen it needs. Which leads to increase in heart rate.
- When tobacco is burned, carbon monoxide is released, and it can be absorbed into the bloodstream when a person inhales cigarette smoke.
- Smoking can also lead to the buildup of fatty deposits in the blood vessels, which can further narrow the vessels and increase blood pressure and reduce blood circulation This can result in a number of health issues, such as an elevated risk of renal disease, heart disease, and stroke.
- The sense of taste and smell can also be affected by other factors related to smoking, such as the buildup of mucus in the nose and throat, which can block the ability to smell. Smoking can also cause dry mouth, which can affect the ability to taste.

West, 2016

Long Term Consequences



- Reduces life expectancy
- Accelerates aging process.
- Reduces fertility and causes reproductive issues both in men and women.
- Increased risk of cancer, respiratory diseases, cardiovascular diseases, respiratory infections and complications during pregnancy.
- Increased risk of gastrointestinal diseases, oral health issues and bone health.
- Imposes a greater financial burden on smokers, healthcare institutions, and society .

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West, 2016

Supporting Slide

- Smoking accelerates the aging process, leading to premature wrinkles, sagging skin, and a dull complexion. It damages collagen and elastin, which are essential for maintaining healthy and youthful-looking skin.
- Both male and female fertility suffer from the negative impacts of smoking. It may cause erectile dysfunction and poorer sperm quality in men. Smoking can impact a woman's fertility, raise her chance of miscarriage, ectopic pregnancy, and pregnancy problems.
- Smoking increases the risk of developing lung cancer as well as a number of other cancers.
- Smoking can make acid reflux disease (GERD) worse by allowing stomach acid to flow back into the oesophagus by relaxing the lower esophageal sphincter. Peptic ulcers, which are uncomfortable sores that occur in the lining of the stomach or duodenum, are also more likely to develop as a result of smoking.

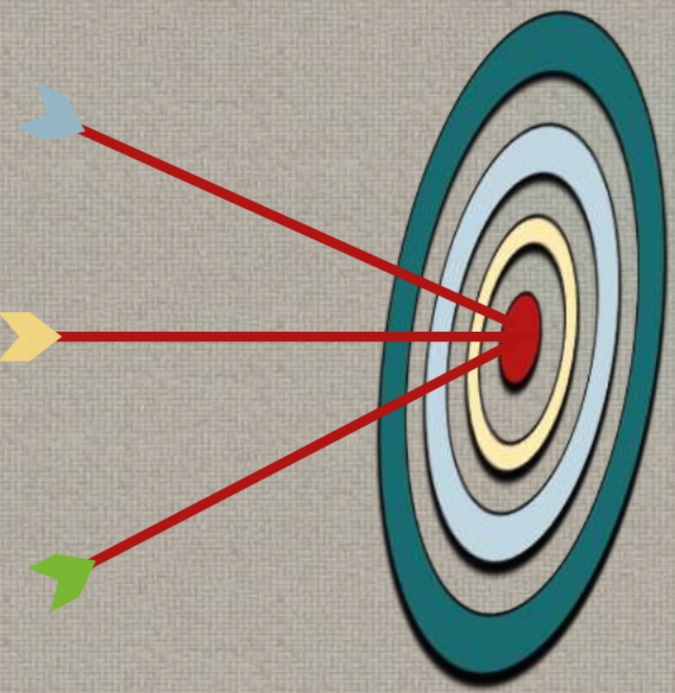
West, 2016

Aims

Decrease in Smoking Prevalence

Increase in Quit Attempts

Knowledge and Awareness Improvement



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EVALUATION

- Process evaluation: During this 6 week campaign we will conduct process evaluation at various points, such as after 2 week, 4 week and 6 week.
- Impact evaluation: to measure the long term impact of quit smoking campaign. We will do impact evaluation shortly after the 6 week when campaign ends.
- Outcome evaluation: Similar to impact evaluation, Outcome evaluation is conducted after the campaign has concluded. So, we will do it shortly after the 6th week.

PROCESS EVALUATION

- Process evaluation in a quit smoking campaign is evaluating and keeping track of the execution of various programme activities and methods to see if they are being carried out as intended.
- Our campaign is based on improving quitting rate among young adults and excepting healthy life style. For that we have planned 6 week activity to improve health concern of the participants. For that we will use multiple indicators as follows:
  - Attendance rate of the participants.
  - Utilization rate of the quit smoking helpline.
  - Lung function test result and improvement
  - Feedback of the participants.
- After collecting data a thorough report will be created which include a summary of the campaign's activity, data gathered, outcomes, and analysis of the results. After that this report will be shared with stakeholders.

KRISHNA BHUT

IMPACT EVALUATION

- In a quit smoking campaign, impact evaluation entails determining the campaign's overall and long-term impacts on people, communities, and society as a whole. It focuses on understanding the campaign's long-term effects on smoking behaviour, health outcomes, and associated social and economic issues rather than only assessing immediate results.
- Repeated surveys or questionnaires that include both validated and self-reported metrics are used to monitor changes in smoking prevalence rates.
- The assessment of changes in smoking rates, smoking-related diseases, and healthcare expenditures using secondary data from national or regional surveys and health databases.
- Economic evaluations to calculate cost savings from decreased smoking prevalence, including decreases in healthcare costs and increases in productivity.

KRISHNA BHUT

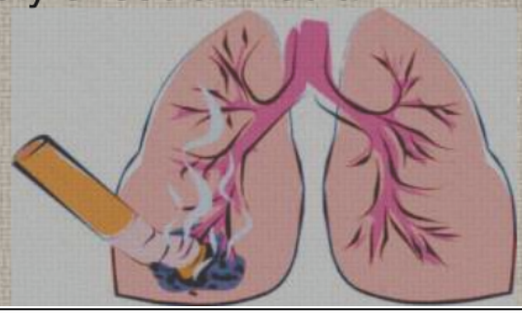
OUTCOME EVALUATION

- In this campaign, outcome evaluation entails determining how the campaign has affected smoker's patterns of smoking, rates of cessation, and associated health effects.
- Continuously monitor the progress and outcomes throughout the campaign. Track and update the outcome evaluation measures regularly to assess the impact as the campaign progresses. Out come evaluation measures are as follows:
  - Quit rates
  - Reduction in smoking frequency
  - Changes in attitudes and beliefs
  - Improved health outcomes
  - Cost savings
- Data Collection Methods involve a combination of surveys, interviews, self-reporting, medical tests, and objective measurements.
- After Preparing a comprehensive report that includes a summary of the campaign's impact, changes in smoking behaviour, quit rates, and associated health outcomes. Share this report with relevant stakeholders.

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SUMMATIVE EVALUATION

- Summative evaluation of a quit smoking campaign entails performing a thorough analysis of the programme's overall effectiveness and results. It focuses on evaluating the campaign's success in reaching its aims and objectives.
- Evaluation criteria for a quit smoking campaign includes:
- Reduction in the target population’s(young adults) smoking prevalence rates; an increase in the number of people who have successfully quit smoking; an improvement in Participants' awareness and knowledge of the negative effects of smoking on their health; alterations in attitudes and beliefs regarding quitting smoking; and engagement and reach of the campaign through a variety of social media.



KRISHNA BHUT

QUIT FOR LIFE

Quit For Life



WHY STOP SMOKING?

It harms nearly EVERY ORGAN in your body, including your HEART

Smoking causes 1 OUT OF 4 DEATHS from heart and vascular disease

Quitting isn't EASY, but it will give back years of YOUR LIFE



Our aims

- ✓ Increase Quit attempts, knowledge and awareness
- ✓ Decrease smoking prevalence

ACTIVITIES

- Meditation
- Trekking
- Yoga
- Seminar
- Spirometer & Aerobic exercise







TIPS TO QUIT

- Find a plan that best fits you
- Set a date
- Remind yourself why you're quitting
- Avoid activities or places that make you want to smoke
- Make it public
- Ask about programs to help you quit
- Take advantage of the tools and resources available at CardioSmart.org and get help at 1-800-QUIT-NOW
- Don't give up! Slips are often part of the process
- Celebrate small successes

DON'T BE FOOL SMOKING IS NOT COOL



BENEFITS OF QUITTING

AFTER 20 MINUTES:
- Blood pressure goes down.
- Heart rate goes down.
- Hands and feet get warmer.

AFTER 8 HOURS:
- Blood carbon monoxide levels return to normal.
- Blood oxygen levels go up.

AFTER 24 HOURS:
- Heart attack risk is lower.

AFTER 48 HOURS:
- Body becomes free of nicotine.
- Nerve endings adjust to missing nicotine.
- Sense of taste and smell start to improve.

AFTER 72 HOURS:
- Bronchial tubes start to relax.
- Easier to breathe.

AFTER 2 -13 WEEKS:
- Blood circulates better.
- Exercise is easier.

AFTER 1 YEAR:
- Heart disease risk is cut in half.

AFTER 5 YEARS:
- Cervical cancer risk same as nonsmoker.
- Stroke risk same as nonsmoker.
- Cancer risk of the mouth, throat, esophagus, and bladder is cut in half.

AFTER 10 YEARS:
- Lung cancer risk is cut in half.

NATIONAL PARTNERS

NCSCT
NATIONAL CENTRE FOR SMOKING CESSATION AND TRAINING

NCSCT'S AIM IS TO PROVIDE NECESSARY KNOWLEDGE AND TRAING TO HELP QUITTING SMOKING IN COMMUNITIES

QUIT
Saves Lives

QUIT WORK FOR THE PEOPLE TO REDUCE UNNECESSARY SUFFERING AND DEATH DUE TO SMOKING

HALEON

HALEON IS AN INTERNATIONAL MANUFECTURER OF DRUGS THAT HELPS PEOPLE TO STOP SMOKING HABIT. EXAMPLE- NICOTINELL

ash.
action on smoking and health

THE AIM OF ASH IS TO STOP THE HARM CAUSED BY SMOKING BY CAMPAIGN, TRAINING AND RESEARCH

KRISHNA BHUT

Our mind

LOCAL PARTNERS



COLLEGE WILL PROMOTE QUIT SMOKING CAMPAIGN BY EDUCATING STUDENTS ABOUT BENEFITS OF SMOKING CESSATION.



LOCAL SHOP WILL HELP THIS CAMPAIGN BY NOT SELLING CIGARETTE FOR 5 DAYS A MONTH



LOCAL COMMUNITY GROUP PROMOTE THIS CAMPAIGN BY EDUCATING THEIR FAMILY MEMBERS.

Hotline And Helpline



Media for advertisement



Mobile Application For Motivation And track progress



Resources



transportation

Partnership and influencers



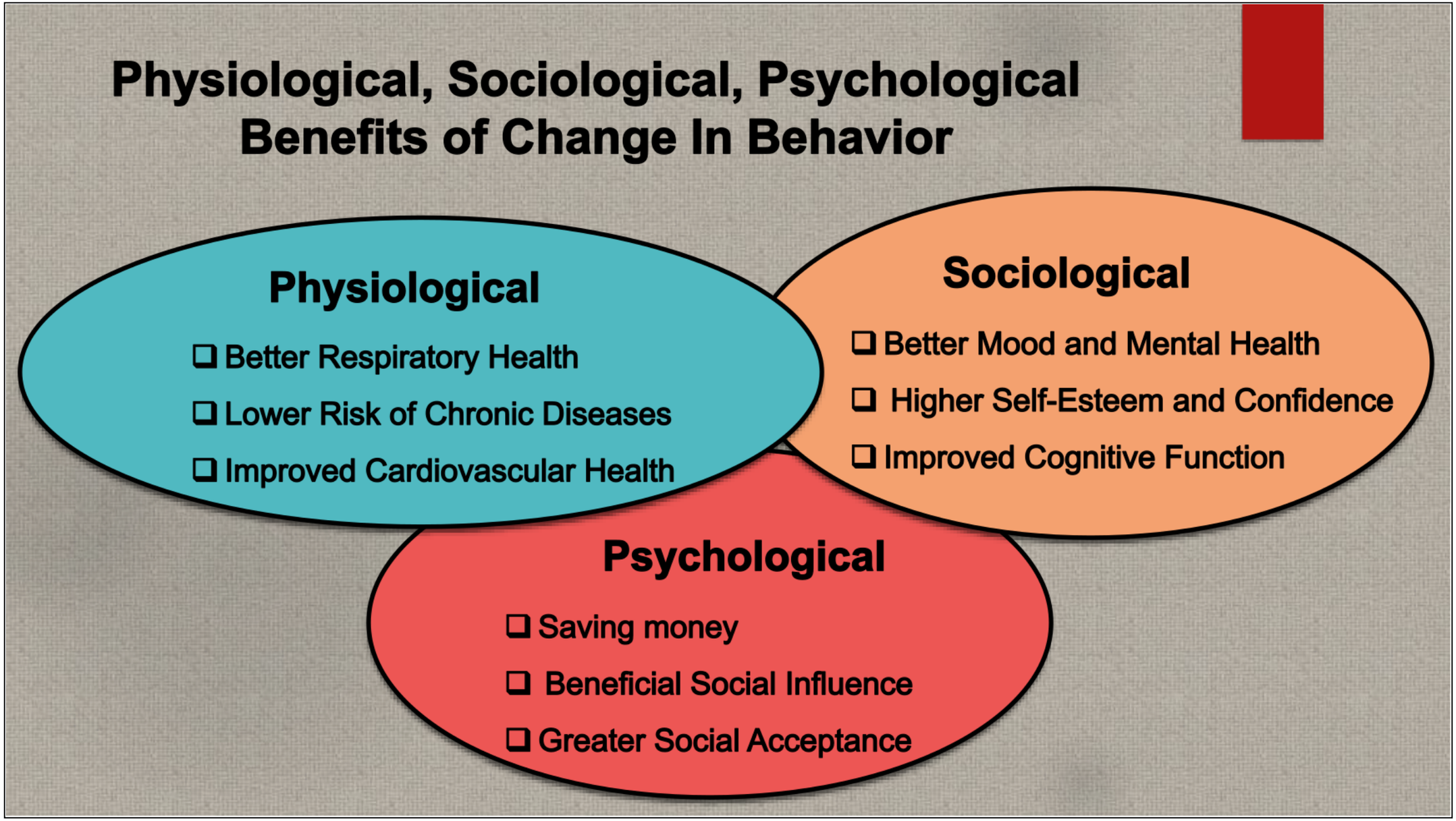


Finance for resources

KRISHNA BHUT

Our mind

Physiological, Sociological, Psychological Benefits of Change In Behavior



Physiological
Benefits Of Change In Behavior

- Better Respiratory Health: Giving up smoking helps the lungs repair and enhances respiratory performance. Coughing and shortness of breath get better with time, and lung function gets better.



- Lower Risk of Chronic Diseases: Heart disease, lung cancer, stroke, and chronic obstructive pulmonary disease (COPD) are just a few of the chronic diseases that smoking is a major contributor to. The likelihood of having these illnesses is decrease by quitting smoking.



- Improved Cardiovascular Health: Smoking harms blood arteries, raising the risk of heart disease and stroke. Blood pressure and heart rate return to normal after quitting smoking, lowering the risk of cardiovascular issues.



Sociological
Benefits Of Change In Behavior

- Saving money: Smoking is a costly habit. People who stop smoking can save a lot of money, which they can use for other worthwhile activities or ambitions.



- Beneficial Social Influence: Giving up smoking can encourage and persuade others to follow suit, which has a beneficial domino impact on families, communities, and social networks.



- Greater Social Acceptance: Smoking becomes less socially acceptable as smoking rates fall. People who stop smoking conform to the expanding societal norm of non-smoking, which might enhance social connections and acceptability.

KAVITA JANI

Taylor, 2014

Psychological Benefits Of Change In Behavior

- Better Mood and Mental Health: Smoking is frequently associated with elevated levels of anxiety, stress, and melancholy. Many smokers report happier moods, less stress, and an overall feeling of wellbeing after quitting.



- Higher Self-Esteem and Confidence: Giving up a habit, like smoking, can raise one's self-esteem and confidence. By demonstrating own willpower and courage, quitting smoking fosters a sense of achievement and self-efficacy.

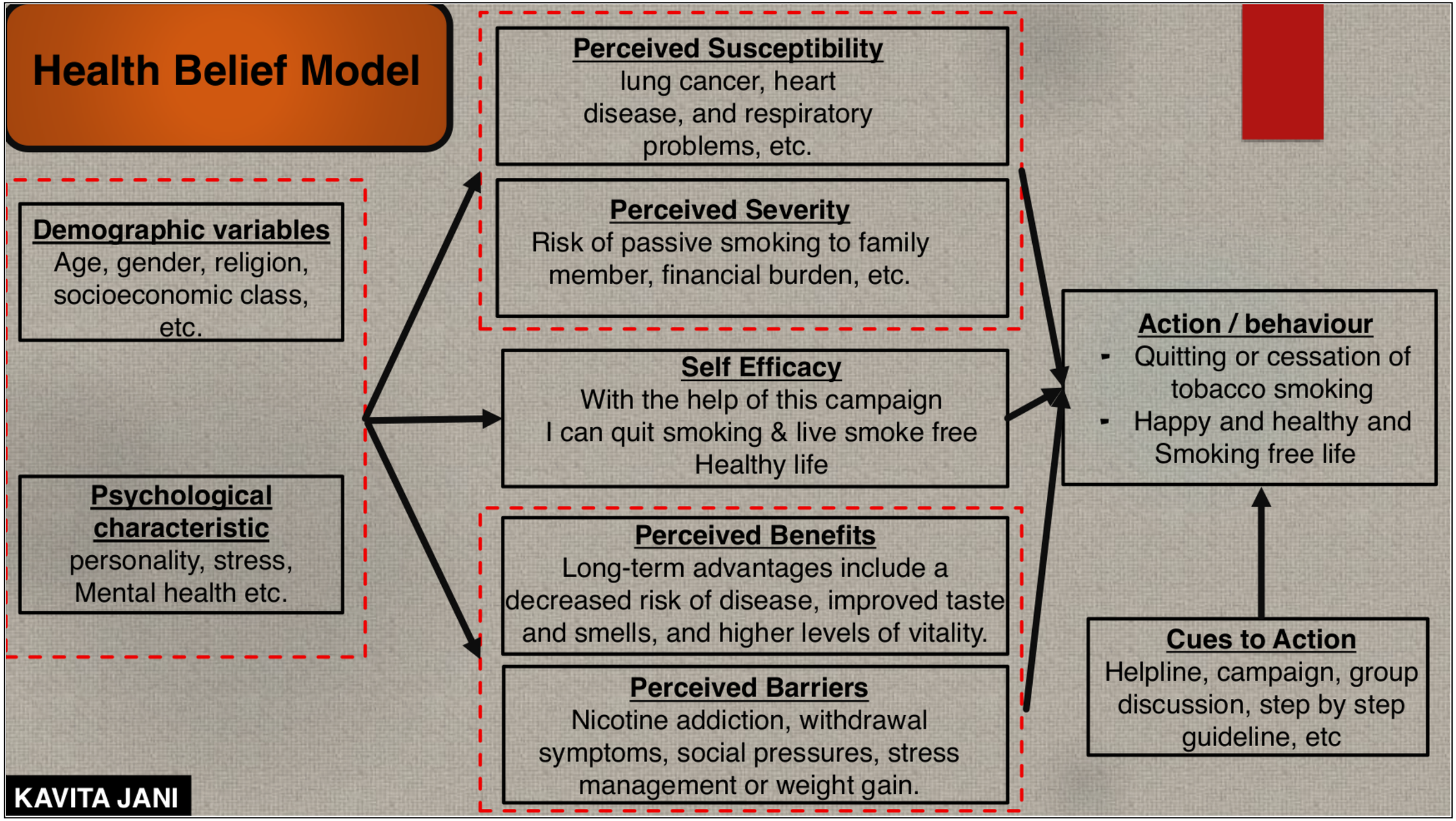


- Improved Cognitive Function: Smoking has been linked to cognitive deterioration and a higher risk of illnesses like dementia. Giving up smoking can aid with concentration, memory, and cognitive function.



KAVITA JANI

Taylor, 2014


Health Belief Model
Perceived Susceptibility
lung cancer, heart disease, and respiratory problems, etc.
Perceived Severity
Risk of passive smoking to family member, financial burden, etc.
Demographic variables
Age, gender, religion, socioeconomic class, etc.
Psychological characteristic
personality, stress, Mental health etc.
Self Efficacy
With the help of this campaign I can quit smoking & live smoke free Healthy life
Perceived Benefits
Long-term advantages include a decreased risk of disease, improved taste and smells, and higher levels of vitality.
Perceived Barriers
Nicotine addiction, withdrawal symptoms, social pressures, stress management or weight gain.
Action / behaviour
- Quitting or cessation of tobacco smoking
- Happy and healthy and Smoking free life
Cues to Action
Helpline, campaign, group discussion, step by step guideline, etc
KAVITA JANI

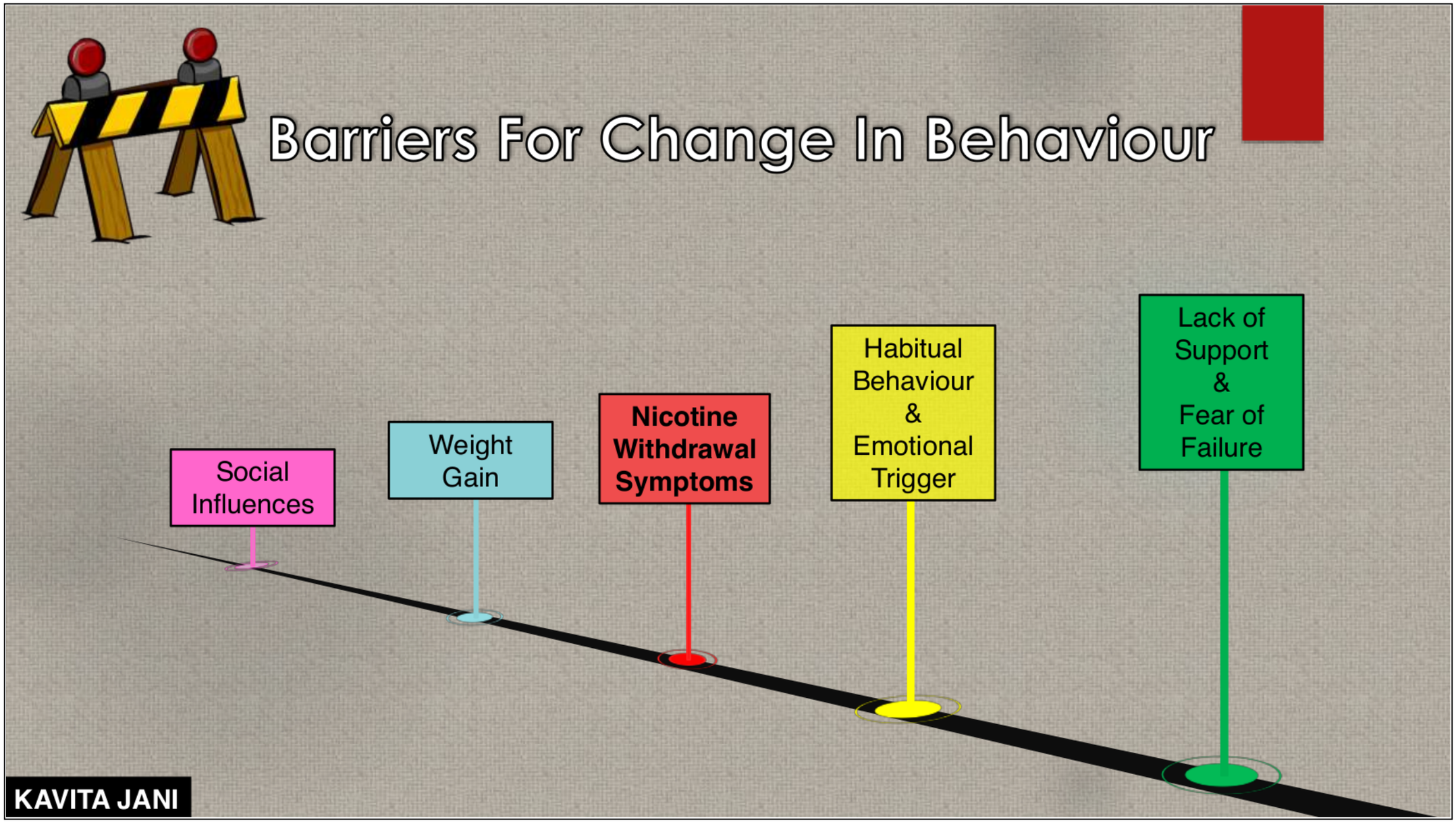
Supporting Slide

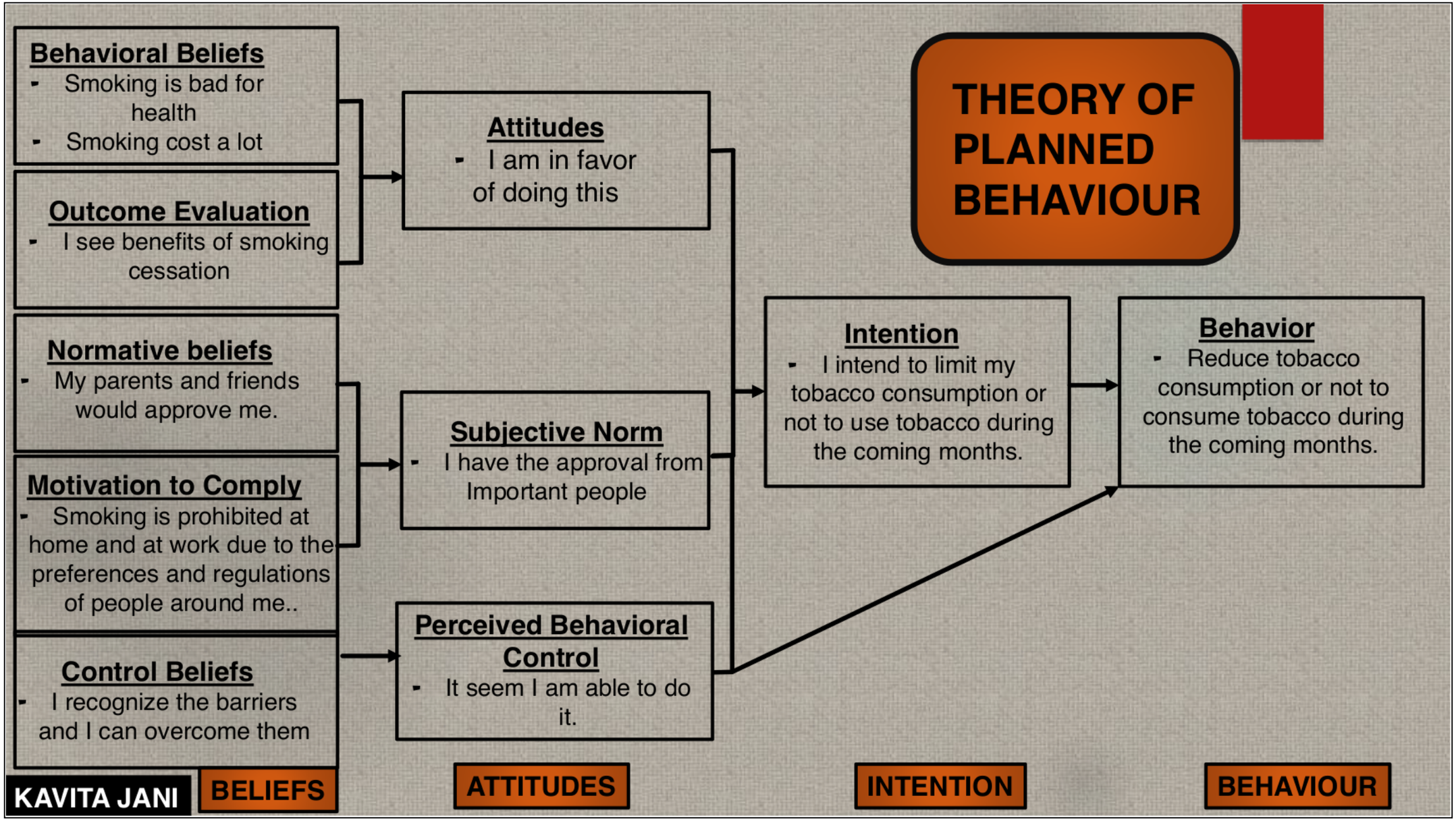
The Health Belief Model is a framework that helps in the explanation and forecasting of people's health-related behaviours, such as quitting smoking. It implies that a person's views and ideas about many aspects of smoking and quitting have an impact on their decision to stop. The model has several significant components such as:

- ❑ Perceived Susceptibility
- ❑ Perceived Severity
- ❑ Perceived Benefits
- ❑ Perceived Barriers
- ❑ Cues to action
- ❑ Self-efficacy

The Health Belief Model states that smokers are more likely to adopt smoking cessation behaviours when they perceive a high susceptibility to smoking-related health problems, believe in the severity of these problems, see significant benefits in quitting, see the barriers to quitting as manageable, receive cues to act, and have self-efficacy in their ability to quit.

Abraham et al., 2015


Barriers For Change In Behaviour
Social Influences
Weight Gain
Nicotine Withdrawal Symptoms
Habitual Behaviour & Emotional Trigger
Lack of Support & Fear of Failure
KAVITA JANI

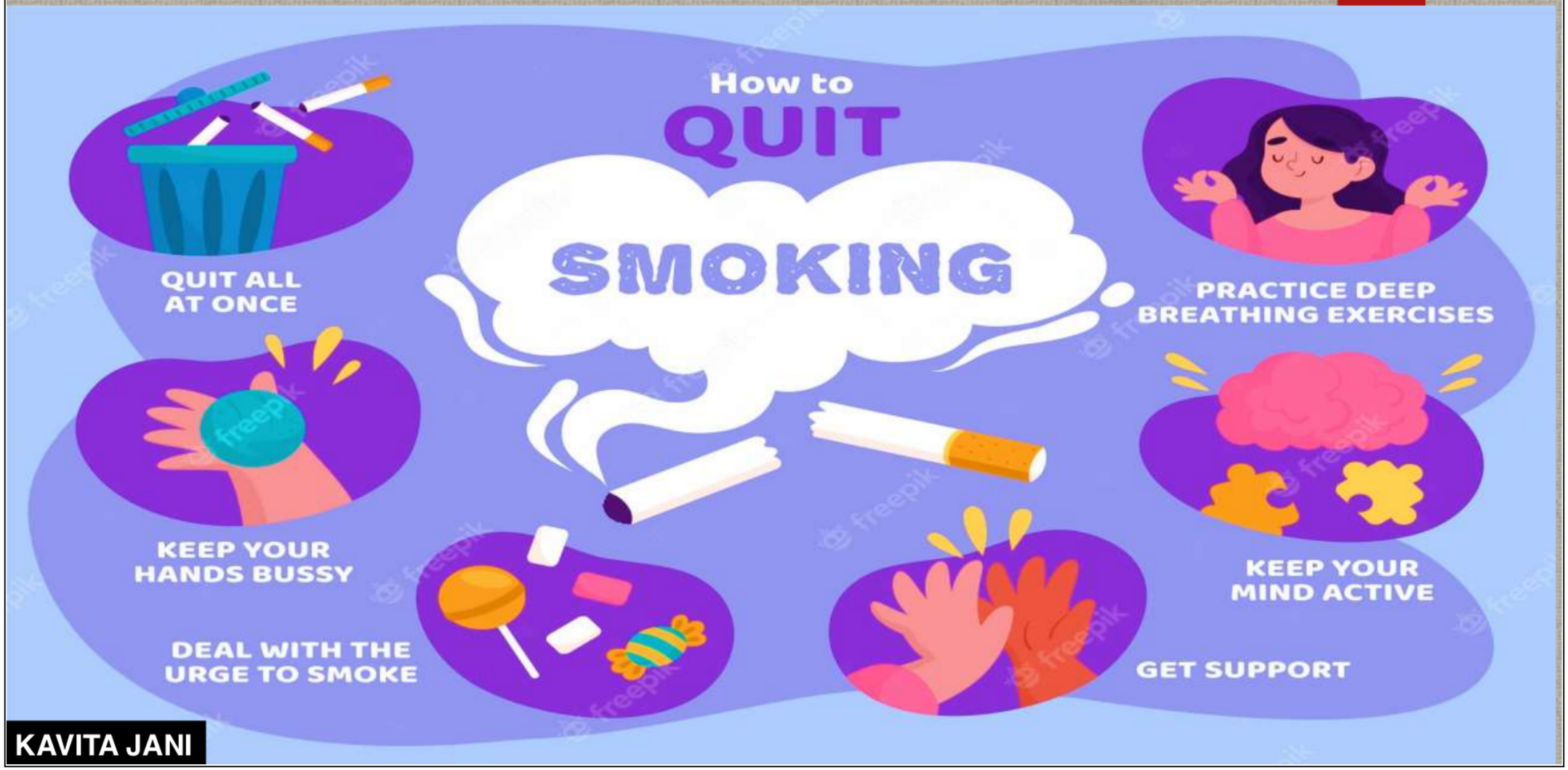

THEORY OF PLANNED BEHAVIOUR
Behavioral Beliefs
- Smoking is bad for health
- Smoking cost a lot
Outcome Evaluation
- I see benefits of smoking cessation
Normative beliefs
- My parents and friends would approve me.
Motivation to Comply
- Smoking is prohibited at home and at work due to the preferences and regulations of people around me..
Control Beliefs
- I recognize the barriers and I can overcome them
Attitudes
- I am in favor of doing this
Subjective Norm
- I have the approval from Important people
Perceived Behavioral Control
- It seem I am able to do it.
Intention
- I intend to limit my tobacco consumption or not to use tobacco during the coming months.
Behavior
- Reduce tobacco consumption or not to consume tobacco during the coming months.
KAVITA JANI
BELIEFS
ATTITUDES
INTENTION
BEHAVIOUR

Supporting Slide

- The Theory of Planned Behaviour is a framework that helps in explaining and forecasting human behaviour, including quitting smoking. It indicates that a person's intention to engage in a certain behaviour, like quitting smoking, is influenced by attitudes, subjective norms, and perceived behavioural control.
- The intention to stop smoking is a main factor in the Theory of Planned Behavior context that comes before the actual behaviour change. It reveals a person's motivation and level of action planning in regards to quitting smoking.
- A person is more likely to start and continue smoking cessation activities if their goal to stop is stronger. It's not always possible to influence behaviour with just intentions. The conversion of intentions into real quitting behaviour may be impacted by external factors, such as environmental influences or addiction-related challenges.
- On the other hand, offers a framework for comprehending the psychological processes associated with the decision to stop smoking as well as the variables that affect that decision.

Ajzen, 2011

Solutions


How to
QUIT
SMOKING
QUIT ALL AT ONCE
PRACTICE DEEP BREATHING EXERCISES
KEEP YOUR HANDS BUSSY
KEEP YOUR MIND ACTIVE
DEAL WITH THE URGE TO SMOKE
GET SUPPORT

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- GOV.UK-2018
- NHS: Statistics on NHS Stop Smoking Services in England - April 2022 to December 2022 - NDRS (digital.nhs.uk)
- NICE
- Overview | Tobacco: preventing uptake, promoting quitting and treating dependence | Guidance | NICE

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Group Presentation (Practice intervention)

ORIGINALITY REPORT

3%	2%	1%	1%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Queensland University of Technology Student Paper	1%
2	Conner, Mark, Norman, Paul. "EBOOK: Predicting and Changing Health Behaviour: Research and Practice with Social Cognition Models", EBOOK: Predicting and Changing Health Behaviour: Research and Practice with Social Cognition Models, 2015 Publication	<1%
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