

MSc Public Health and Social Care in Practice

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Assessment Title: Component 1: Two Blogs on Digital Health Promotion

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Blog Topics

Blog 1: The Role of NHS Online Health Information in Promoting Anaemia Awareness and Prevention

Blog 2: Designing a Multilingual Anaemia Awareness App to Support Prevention and Early Detection

Blog 1: The Role of NHS Online Health Information in Promoting Anaemia Awareness and Prevention

Introduction: Why anaemia awareness matters

Anaemia is an important public health problem, especially among women of reproductive age, pregnant women and young children. According to the World Health Organization (WHO, 2025), around 30% of the world's female population aged 15–49 is affected. Fatigue, weakness and breathlessness can result from anaemia, while more severe cases can contribute to poor maternal and child health outcomes. In this context, awareness-building is important for prevention, early recognition and prompt clinical assessment.

Figure: Anaemia
Source: Nutrition (2022)

NHS online health information as a health promotion tool

The NHS website provides publicly available information on the symptoms, causes, diagnosis and treatment of anaemia (NHS, 2024). Its digital format allows users to access information without travelling to a healthcare provider, potentially enhancing health literacy and supporting informed decision-making. Advice on iron-rich foods and when to seek medical advice can support preventive behaviours and earlier help-seeking (NHS, 2026). Online information can also help users prepare questions for consultations and communicate more effectively with healthcare providers.

Benefits and limitations: a critical perspective

There is evidence that digital health literacy is associated with health-related behaviours. Kim et al. (2023) found a moderate positive correlation between eHealth literacy and health-related behaviours in a systematic review and meta-analysis. However, this does not establish that using online information directly causes health-related behaviour change.

A key strength of the NHS website is its credibility and availability. Nevertheless, access to information does not necessarily lead to understanding, lasting dietary change, or appropriate use of healthcare services. Digital exclusion and unequal health literacy remain important limitations: people with limited internet skills, language barriers, or difficulty understanding medical terminology may struggle to use online guidance. Literacy, accessibility and information reliability are recognised barriers to online health-information seeking (Jia et al., 2021). In addition, anaemia has several possible causes, so dietary advice alone cannot address every case.

Recommendations and conclusion

NHS anaemia information could be improved through plain-English summaries, translation into multiple languages, clearer presentation, and effective signposting to clinical services. It should also emphasise that symptoms require assessment and that a blood test may be needed to confirm a diagnosis (NHS, 2024).

Overall, NHS online health information is a credible and scalable health-promotion tool. Its effectiveness depends on accessibility, comprehension and the translation of knowledge into action. Digital education should therefore be combined with inclusive communication and professional healthcare support.

Blog 2: Designing a Multilingual Anaemia Awareness App to Support Prevention and Early Detection

Introduction: Addressing inequalities in anaemia awareness

Anaemia remains a global public health problem and is particularly prevalent among women of reproductive age, pregnant women and children. The World Health Organization (WHO, 2025) identifies anaemia as a major cause of ill health, making prevention, awareness and timely diagnosis essential. Language barriers, limited health literacy and unequal access to reliable information may prevent people from recognising symptoms or obtaining appropriate care. An accessible, culturally sensitive multilingual mobile application could help address these barriers.

Digital technology being proposed: AnaemiaCare

The proposed AnaemiaCare application would provide information in several languages, including English, Bengali and Hindi. It would include symptom education, explanations of iron-rich foods, practical dietary advice, quizzes, and reminders to seek professional evaluation where appropriate. Audio narration, illustrations and plain language would support users with different literacy levels.

The app would provide health-service guidance and emphasise that symptoms alone cannot confirm anaemia; clinical assessment and/or a blood test may be required.

Behaviour change and potential impact

AnaemiaCare would be informed by the COM-B model, which proposes that behaviour is influenced by capability, opportunity and motivation (Michie, van Stralen and West, 2011). Educational content could strengthen psychological capability; multilingual access could expand opportunity; and reminders could increase motivation to seek assessment.

These mechanisms could improve health knowledge and encourage help-seeking. However, app downloads or quiz completion would not necessarily indicate sustained behaviour change or a reduction in anaemia prevalence.

Critical evaluation, recommendations and conclusion

AnaemiaCare could improve inclusion by providing reliable information in users' preferred languages. Potential challenges include smartphone affordability, limited internet connectivity, data-privacy concerns and inaccurate translations. Dietary guidance alone may also be insufficient because anaemia can result from blood loss, chronic disease or other nutritional deficiencies (WHO, 2025). The app should therefore not be self-diagnostic and should offer clinician-reviewed content.

A pilot evaluation should measure changes in anaemia knowledge, usability, and appropriate healthcare-seeking and engagement across language groups. Collaboration with community health workers could support people who cannot access digital services independently. In conclusion, AnaemiaCare is a promising approach to inclusive health promotion, but further evaluation is needed before assuming it is an accessible and effective option.

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Blog 2

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