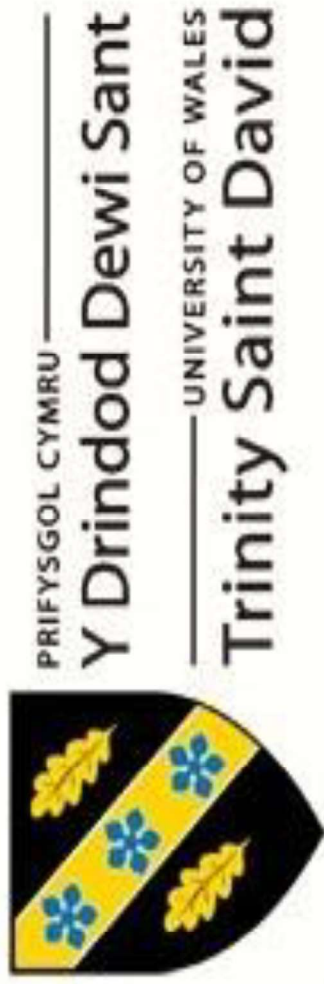




KEY BENEFITS & CHALLENGES OF CLEAR LUNGS, CLEAR FUTURE CHAMP AIGN

MODULE CODE - LCHS7000_LON

Bharatji Odedra
Student id - 2522919

Mainly three key benefits of this Campaign

- 1. Physiological (The Body)**
- 2. Psychological (The Mind)**
- 3. Sociological**

1. Physiological (The Body)

- **Rapid Recovery:**

Blood pressure and heart rate drop within 20 minutes. (*NHS 2024*)

- **Cleaner Lungs:**

Carbon monoxide levels return to normal in 24 hours, and lung capacity improves by 10% within months. (*Department of Health and Social Care (2023)*)

- **Longevity:**

Risk of heart attack halves after 1 year; lung cancer risk halves after 10 years. (*Department of Health and Social Care (2023)*)

- **Physical Appearance:**

Better circulation leads to clearer skin, whiter teeth, and improved hair health.



<https://yourquitsmokingweed.blogspot.com/2015/03/what-happens-when-quit-smoking-weed.html>

2. Psychological (The Mind)

- **Stress Reduction:**

Quitting permanently lowers anxiety levels by breaking the "withdrawal-stress" cycle. (*Quit smoking NHS (2024)*)

- **Mental Clarity:**

Improved oxygen flow to the brain boosts focus and cognitive function. (*Quit smoking NHS (2024)*)

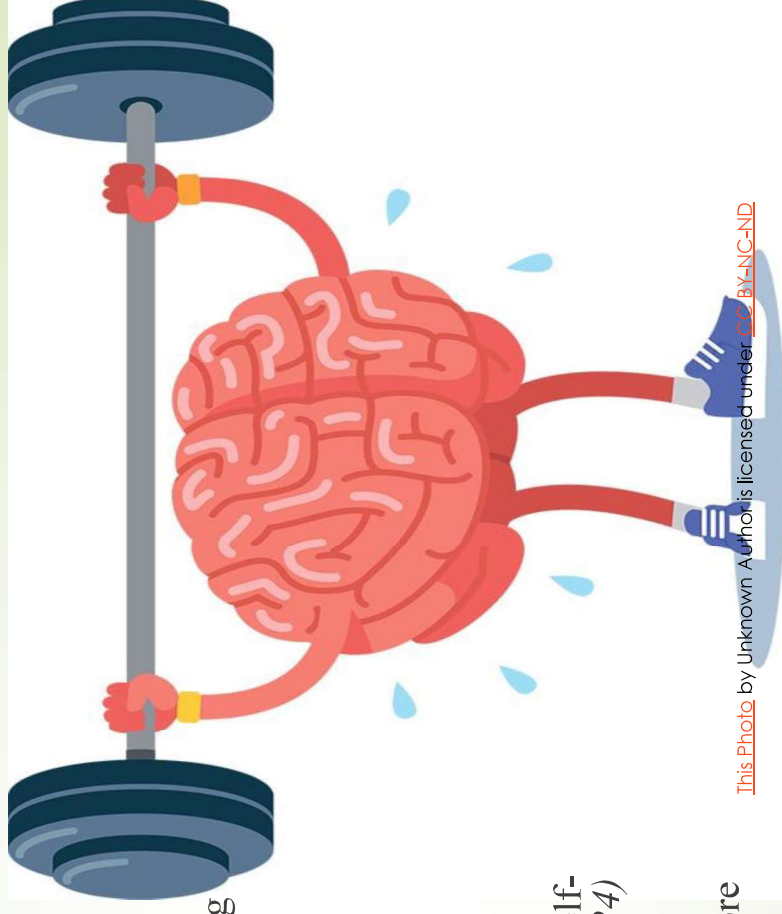
- **Increased Self-Efficacy:**

Mastering the addiction provides a massive boost to self-esteem and mental resilience. (*Quit smoking NHS (2024)*)

- **Better Sleep:**

Removing nicotine (a stimulant) allows for deeper, more restorative rest. (*Quit smoking NHS (2024)*)

TASK - 3



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<http://researchoutreach.org/articles/benefits-of-exercise-on-mind/>

3. Sociological

- **Financial Impact:**

Saves the average UK smoker over £5,000 per year—a major relief during the cost-of-living crisis. *Michie, S., (2011)*

- **Social Connection:**

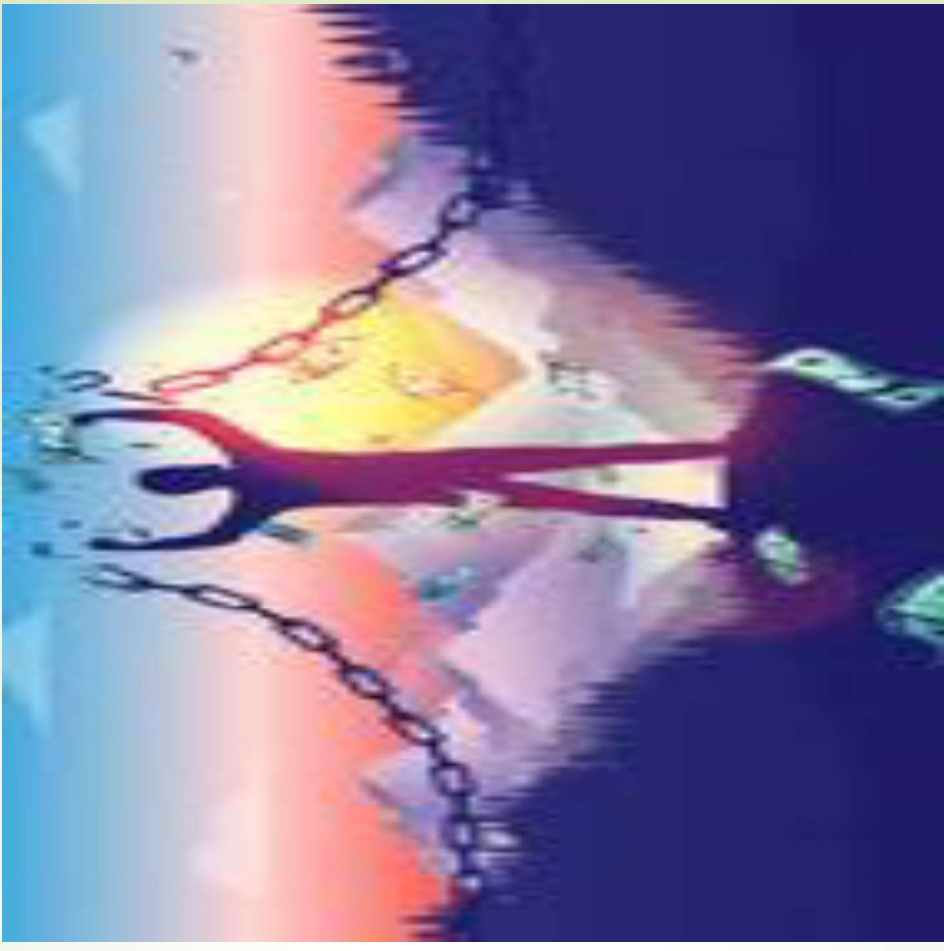
No more "stepping outside" in the rain; smokers no longer face the social isolation of the 2007 ban. *Michie, S., (2011)*

- **Family Health:**

Protects children from second-hand smoke and reduces the likelihood of them starting. *NHS (2024)*

- **NHS Support:**

Directly reduces the burden on public healthcare, contributing to community well-being. *NHS (2024)*



<https://www.publicdomainpictures.net/view-image.php?image=40420&picture=angry-man-with-chains>

Key Challenges to Achieving These Benefits

Accordance with HBM

HEALTH BELIEF MODEL

Perceived barriers to smoking cessation -

It include,

- tobacco for stress management
- nicotine addiction/cravings
- enjoyment
- Other major roadblocks are habitual use
- fear of failure, social pressure from friends who smoke,

Common Psychological & Physiological Barriers

- **Stress Management & Coping:**

Using smoking to manage stress and anxiety is a primary, frequently cited barrier. (*Michie, van Stralen and West, 2011*).

- **Addiction & Withdrawal:**

Physical dependence, severe cravings, and the fear of withdrawal symptoms (irritability, tension). *NHS, 2024*

- **Habit & Enjoyment:**

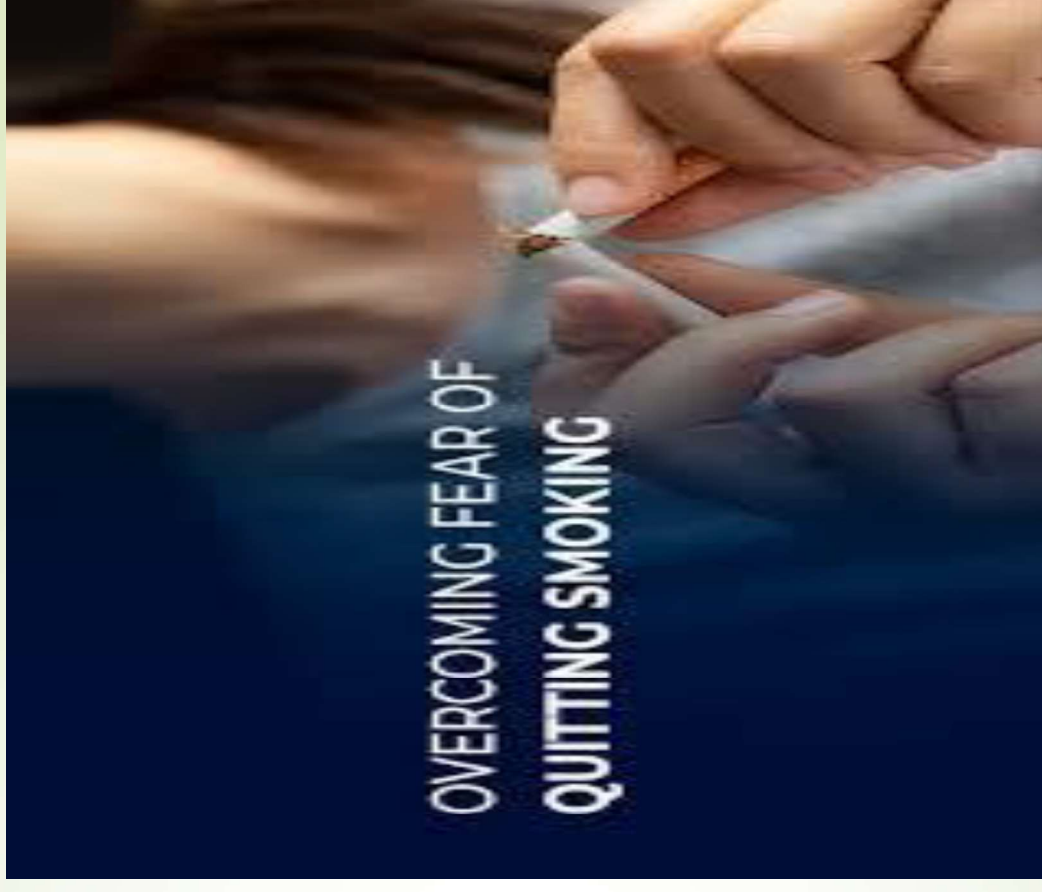
Enjoyment of smoking and the habitual nature of smoking are major barriers. (*Champion and Skinner, 2008*).

- **Weight Gain Fear:**

Concerns about gaining weight after quitting, particularly common in specific populations. *NHS, 2024*

- **Low Self-Efficacy:**

Lack of confidence in the ability to succeed in quitting. (*Michie, van Stralen and West, 2011*).



Social & Environmental Barriers

- **Smoking Social Networks:**

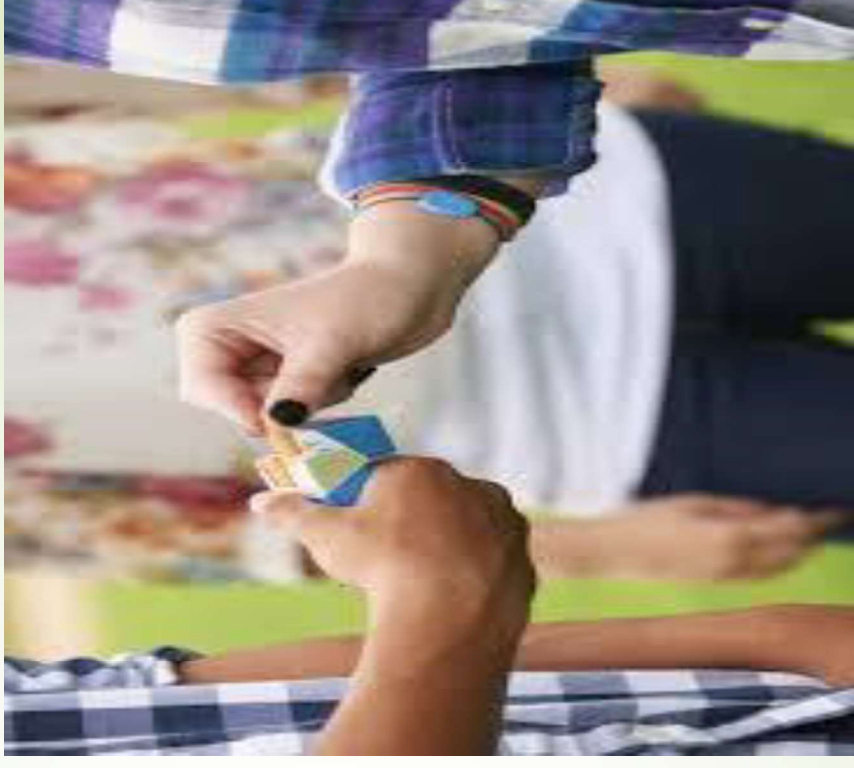
Having friends or family members who smoke makes quitting harder. (*Department of Health and Social Care, 2023*).

- **Social Norms:**

High acceptability of smoking in social or cultural environments.

- **Environmental Exposure:**

Pro-smoking living environments, such as those experienced by prisoners or homeless individuals. (*Office for National Statistics, 2024*).



2. Cues to Action:

it Triggers that prompt action, such as doctor's advice, graphic warning labels, or a friend suffering a heart attack.

Key Aspects of Cues to Action:

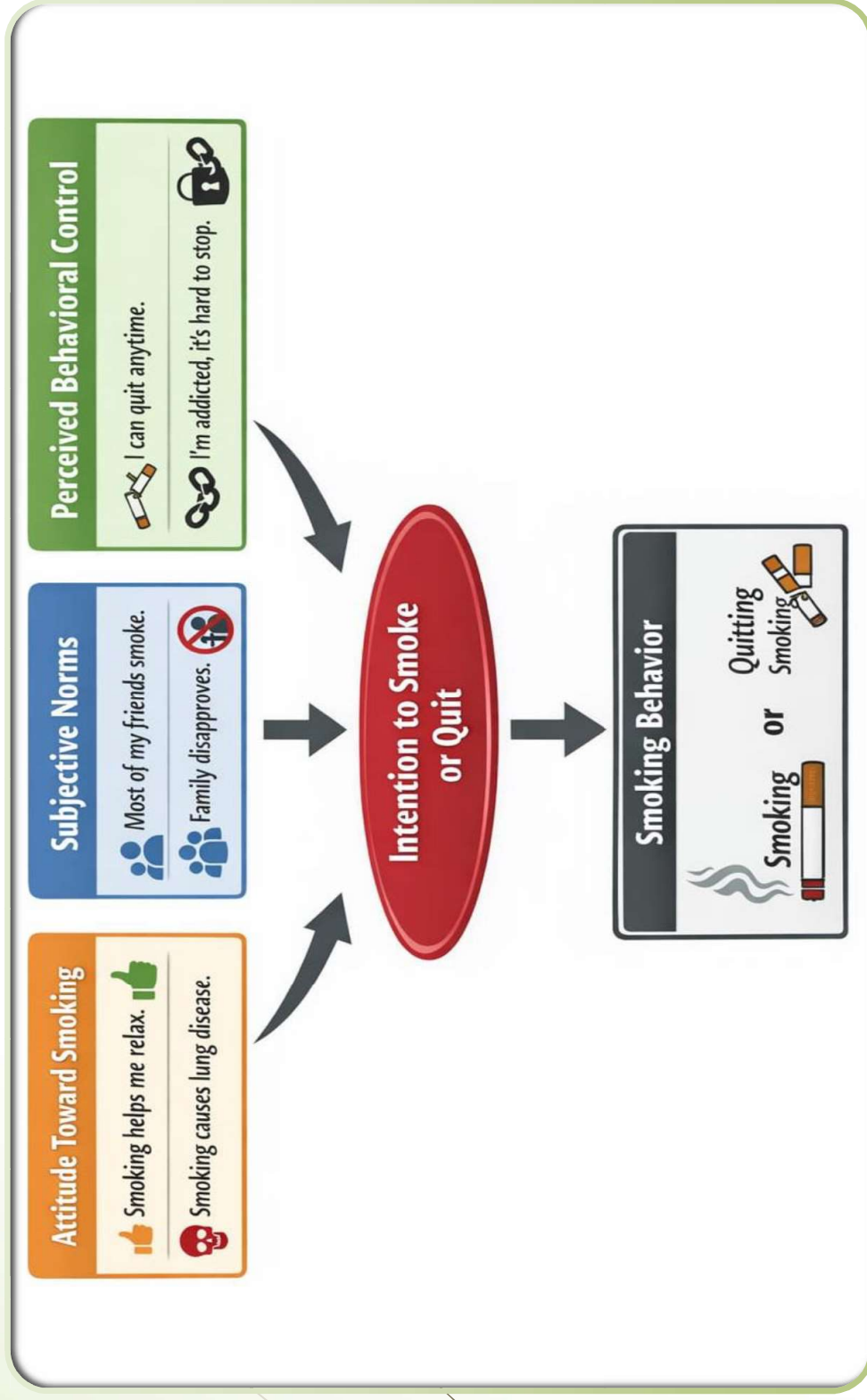
- **External Cues:**

Environmental influences like health education campaigns, advice from a doctor or family member, or graphic warnings on cigarette packages.

- **Internal Cues:**

Physical symptoms, such as pain or a cough, that motivate a person to seek care. (*Champion and Skinner, 2008; Rosenstock, 1974, cited in Stat Pearls, 2024*).

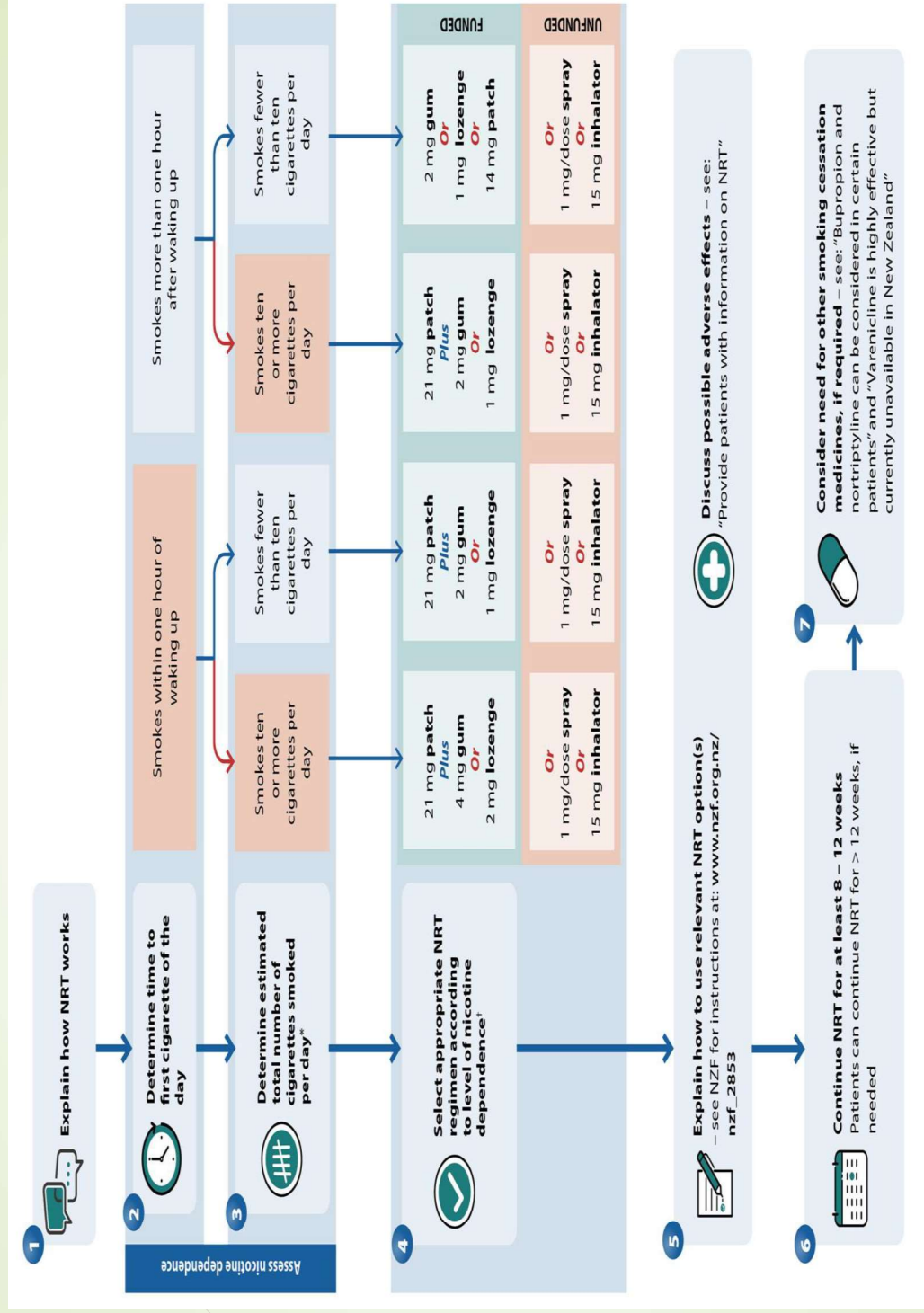




[Theory Of Planned Behavior Smoking - Search](#)

Key points of TPB

- **Attitude:** Personal beliefs about smoking and whether it is good or harmful.
- **Subjective Norms:** Influence of friends, family, or society on whether a person smokes.
- **Perceived Behavioral Control:** A person's belief about how easy or difficult it is to control or quit smoking.
- **Intention:** The decision or plan to smoke or quit smoking.
- **Behavior:** The actual action of smoking.



References

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2. Department of Health and Social Care (2023) *Stopping the start: our new plan to create a smokefree generation*. London: HM Government. Available at: <https://www.gov.uk> (Accessed: 3 March 2026).
3. Michie, S., van Stralen, M.M. and West, R. (2011) 'The behavior change wheel: a new method for characterizing and designing behavior change interventions', *Implementation Science*, 6(42), pp. 1–15. doi:10.1186/1748-5908-6-42.
4. NHS (2024) *Quit smoking: Better Health*. Available at: <https://www.nhs.uk/better-health/quit-smoking/> (Accessed: 3 March 2026).
5. Office for National Statistics (2024) *Adult smoking habits in the UK: 2023*. Newport: ONS.
6. Taylor, G., McNeill, A., Girling, A., Farley, A., Lindon-Hawley, N. and Aveyard, P. (2014) 'Change in mental health after smoking cessation: systematic review and meta-analysis', *British Medical Journal (BMJ)*, 348, p. g1151. doi:10.1136/bmj.g1151.

THANK YOU

Quit Smoking

Life is beautiful

