



SoberApp

Module name: Population Health and Digital Health Promotion

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STAY AWAY FROM DRUGS

Do not let drugs drag you down



Young adult drug users in the United Kingdom

Aim: Educate and reduce drug misuse among young adults in the United Kingdom.

- **Developing digital health technology:**

1. Involve the clinical and therapist support for the drug users can connect to them directly with them by using the **SoberApp**.
2. Biometric sensors can connect to the **SoberApp** and provide data to monitor the user's physical and emotional state.
3. Real-time tracking and location, when users are that might trigger cravings or temptations, the **SoberApp** will provide supportive messages and alarms to contact the designed support.

- **Content of activity.**

Activity Content: The SoberApp provide a variety of physical activities, such as

1. Healthy eating
2. Gardening
3. Aerobic exercise
4. Yoga

Environmental Change: Change the environment to remind the patient about their addiction.

Community Support: Find support volunteer groups around the local area.

Scheduled Activities: Regularly organize physical activities, such as joining the gym as a member.

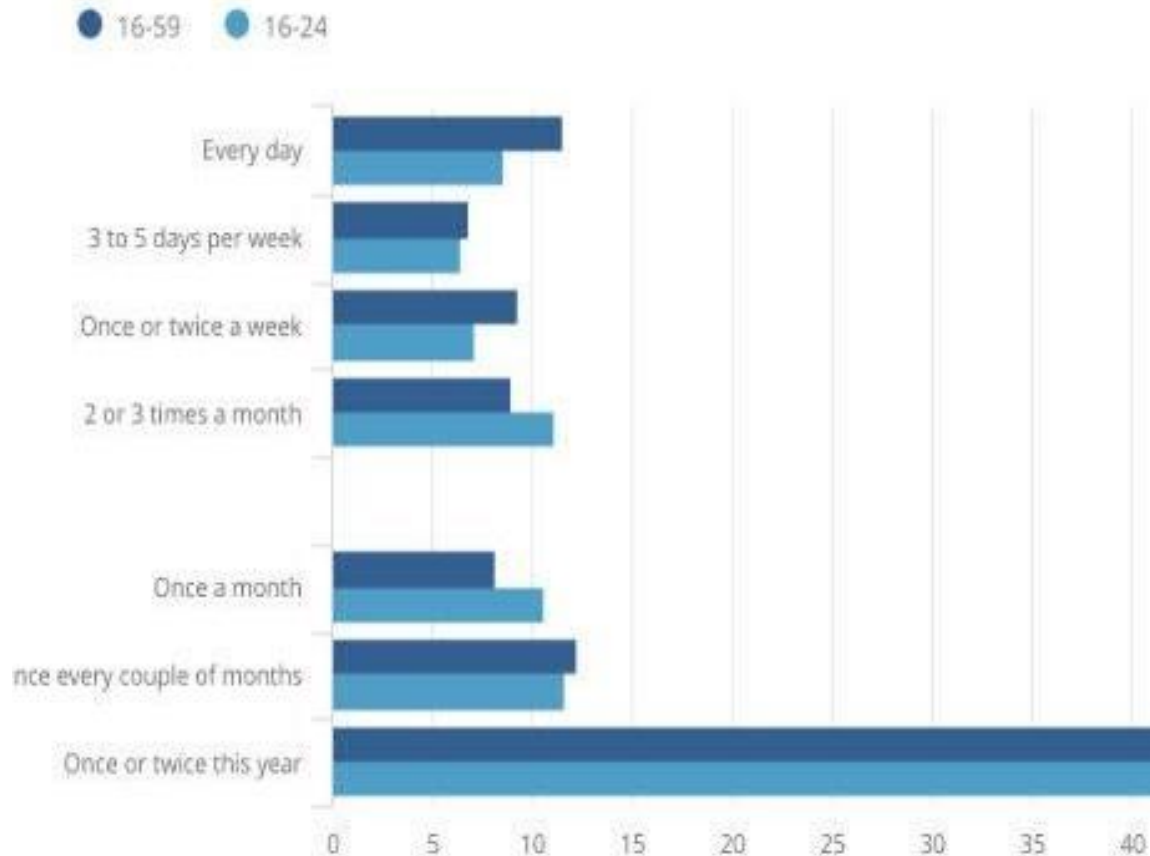
Diverse Exercise Options: Walking, Swimming and Running (ARK, 2023).



Introduction

- In the UK, the use of drugs among young adults has become a serious problem that poses serious risks to society's well-being and public health.
- It is defined as the frequent and dangerous use of a substance, either in harmful ways or in excess, that has a negative impact on the user's health and may affect others (NHS apohs, 2023).
- We will talk about the justification, application, challenges, and benefits of a digital health promotion intervention for those impacted by this public health issue in this group presentation (NHS apohs, 2023).

Justification



- In 2022, around 1.1 million young adults, or 18.6% of the total, reported using drugs (ONS, 2022).
- According to ONS data from 2022, 4.7% of young adults reported using Class A drugs.
- 3.9% of young adults reported using nitrous oxide in 2022, compared to 4.0% who used cocaine (ONS, 2022).
- In 2022, about 274,000 young adults (or 4.7% of the population) between the ages of 16 and 24 regularly used drugs (ONS, 2022).
- The number of adults contacting drug and alcohol services increased to 289,215 between April 2021 and March 2022, a rise from the same period the previous year (GOV.UK, 2023).

POTENTIAL STAKEHOLDERS

- Stakeholders play an essential role in supporting and promoting involvement by providing resources, proficiency and guidance to ensure the success and sustainability of the imagination (sheikhet al., 2021)
- Their active consultation and commitment are essential in direct positive change, achieving the wishful outcome for the imagination (sheikh et al., 2021)
- **Healthcare Providers:** GPs, nurses (Holland et al., 2022).
- **Government Health Departments:** Public Health England (Whitelaw et al., 2021)
- **Technology Companies:** HealthTech startups (Varshney et al., 2021).
- **Community Organization:** Local support groups (Jia et al. 2020).
- **Health Insurance Companies:** NHS trust (Holland et al., 2022).
- **Academic Institutions:** Universities with public health programs (WHO, 2021).
- **Patient Advocacy Groups:** Recovery communities (WHO, 2021).
- **Collaboration and Synergy:** Multi-disciplinary care teams (Raftery et al., 2022)
- **Addressing Challenges:** Policy advisors (Attaran et al., 2022)



Healthcare providers:

- Education and training.
- Clinical guidelines and protocols.
- Patient involvement.
- Continuous improvements in quality (Holland et al., 2022).

Government health departments:

- Providing financial support.
- Policy endorsement.
- Administrative instructions (Whitelaw et al., 2021)

Technology company:

- Enhancing connectivity.
- Cloud services.
- Application development.
- Security Solutions (Varshney et al., 2021).



Community organization:

- Trust and knowledge of locals.
- Accessibility.
- Expressive and cultural proficiency (Jia et al.2020)

Health insurance companies:

- Premium offers and discounts.
- Digital health service coverage.
- Personalized Health Goals (Holland et al., 2022).

Patient Advocacy Groups.

- Awareness.
- Effects on Policy and Research.
- Participation in Clinical Trials and Research (WHO, 2021).

Academic institutions:

- Generations of research and evidence.
- Skills and specialization.
- Policy recommendation (WHO, 2021).

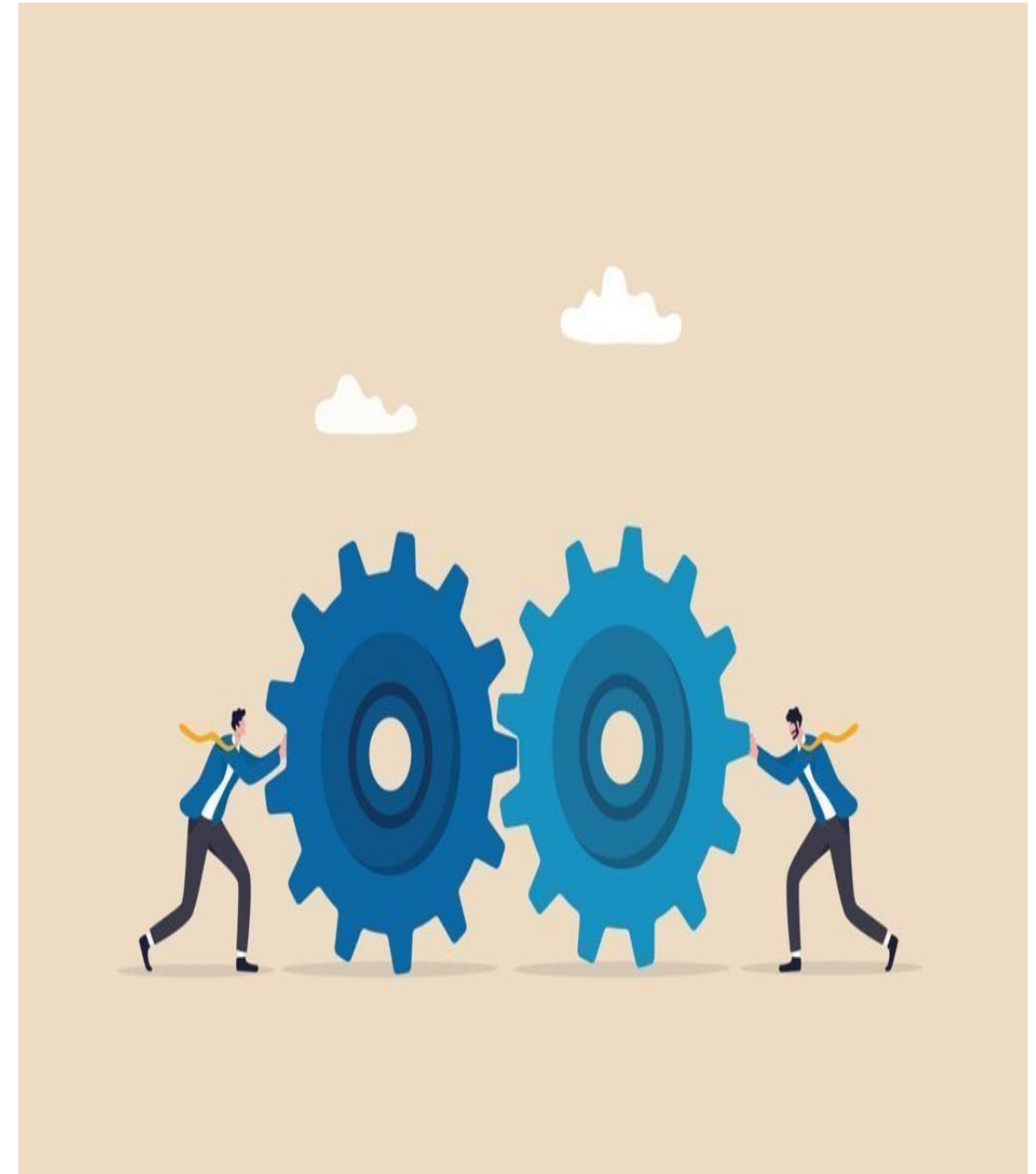


Collaboration and synergy.

- Shared resources.
- Holistic approach.
- Increased reach and impact.
- Stakeholders buy-in.
- Resilience and adaptability (Raftery et al., 2022)

Addressing challenges.

- Differing goals and priorities.
- Limited resources.
- Lack of trust.
- Resistance to change.
- Evaluation and Feedback (Attaran et al., 2022)



Conclusion

- I am Sober app has a lot of benefits that are helpful for young people, such as meeting, meditation, and supporting them with the changes in their lives.
- Users will be more confident when they use the app, which empowers young people with their own health, free app, and anyone can have access and can download it from Google Play or Apple Store.
- By using planning models, organizations and stakeholders could make skilful-structured, proof-based interventions trying to guide the youth about drug misuse and lessen substance abuse.
- By following Ewles and Simnett's model, the development and implementation of the sober app could be more effective and engaging to the audiences to expand the chances of reducing drug misuse among youth.
- The health promotion intervention plays a very unusual role in educating youngsters about drug misuse, fostering positive behaviours and reducing substance abuse among young people.
- Stakeholders create a collaborative and supportive environment, leading to a more successful and impactful outcome.

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