

Population Health and Digital Health Promotion

Background

Public health problem

The mental health epidemic is spreading rapidly; approximately 1 billion individuals are suffering from mental illnesses such as anxiety or sadness (Cook, 2007). Heart disease, obesity, and type 2 diabetes are all on the rise, owing primarily to a lack of physical activity. Because of this health issue, the NHS costs approximately £1 billion per year (Knight, 2012).

Importance of intervention

The initiative is critical because it lessens the strain on the NHS while also enhancing public health outcomes.

Previous intervention.

• Digital

There are various digital fitness and wellness apps available to assist with workouts, creating a suitable nutrition plan, and tracking fitness progress (Murray et al., 2016).

• Non-digital

People are involved in health projects such as Change4Life in the United Kingdom, which has established a gym in practically every village.

Chosen intervention

Fitlife+ is a mobile app that lets you track your physical activity, create a personalized fitness plan, and gives challenges and incentives.

**Behavioral
Change
Theory
Social Cognitive
Theory**

The key principle of this philosophy is that it instills confidence in users that they can exercise and live a healthy life. This theory suggests that rewards are a good approach to motivate people. Friends and family are a great resource for observation and learning.

Application for FitLife+

FitLife+ is the ideal software for instilling confidence in users because it has various tiny, attainable goals and reward-providing techniques. It has the opportunity to invite friends so the user can easily learn from their peers.

Health promotion values and principles

Key values

- Health promotion tools should allow consumers to take control of their diets (Blair, 2009).
- It should motivate the community to join in their initiative.
- The health promotion technology should take a comprehensive approach to improving physical, mental, and social well-being.

Application for FitLife+

- The FitLife+ mobile app sets specific goals for users and tracks their progress. This software allows users to invite their social groups and friends.
- It absolutely supports the holistic approach of integrating fitness motivation and mental wellness.



Conclusion

In conclusion, digital intervention technology is critical for people who desire to live a healthy lifestyle.

Policy

The digital technology intervention is completely focused on UK digital health methods for lowering long-term healthcare expenses.

Education effectively fosters digital health literacy, which aids physical activity in schools and the workplace.

Research

There are some limitations to these digital technological treatments, and the necessity for ongoing evolution of effectiveness also reduces the digital inequalities. FitLife+ is an excellent idea for increasing physical activity, particularly among teenagers, while also initiating behavioral change. Digital intervention is vital, but it may unintentionally exacerbate health disparities because a large number of people are barred from taking advantage of this opportunity.

Reference

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