

Stay away from...



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Moodle name: Population Health and Digital Health Promotion

Module code: (LCHS7007_LON)

Lecture name: Dr. Diola Bijlhout

Assignment title: Group Project Presentation

Submission Date: 10.08.2023

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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 app.
2. Biometric sensors can connect to the app and provide data to monitor the user's physical and emotional state.
3. Real-time tracking and location, when users the are that might trigger cravings or temptations, the app will provide supportive messages and alarm to contact the designed support.

- **Content of physical activity.**

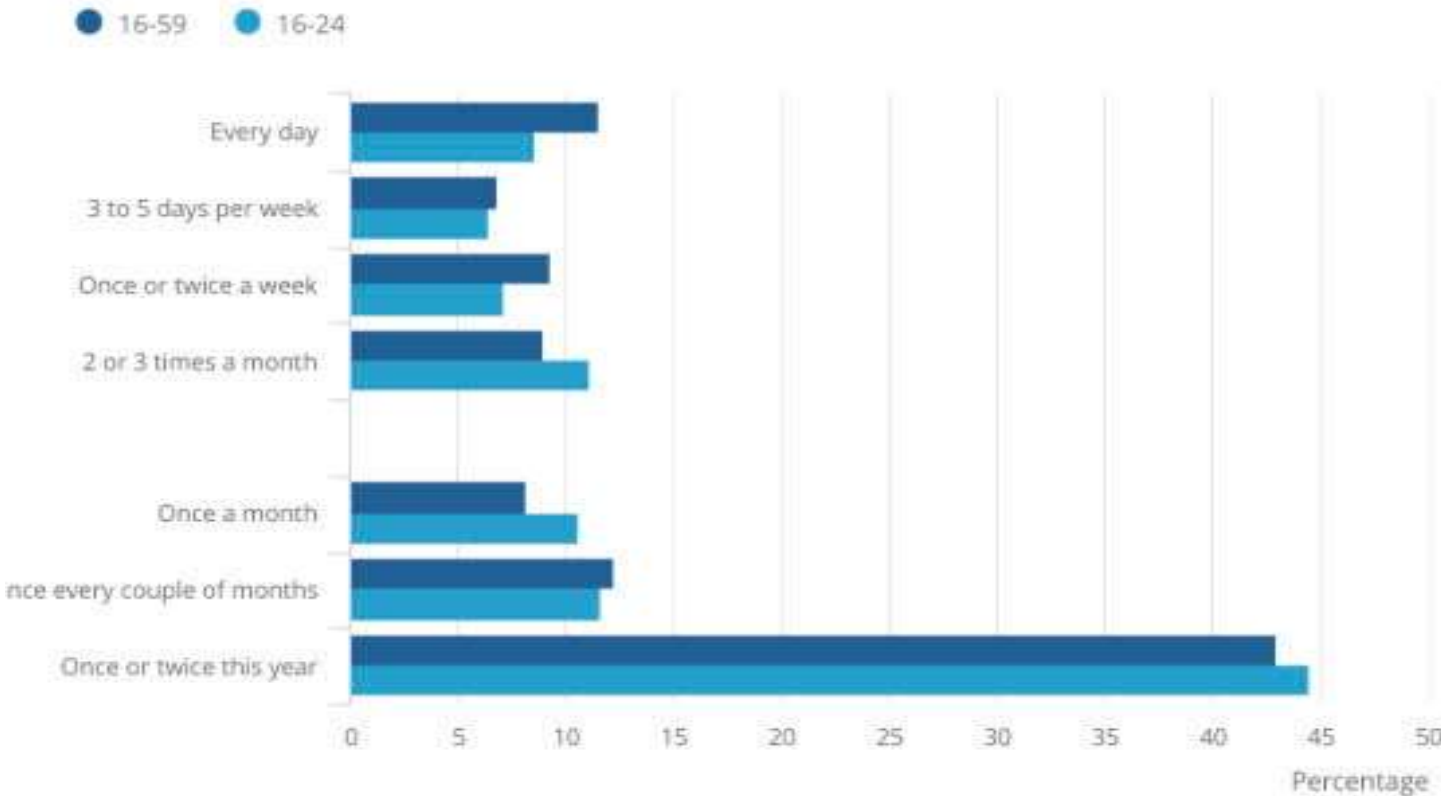
- Healthy eating. Gardening. Aerobic. Yoga.
- Change the environment which reminds the patient about their addiction.
- Find support volunteer groups around the local area.
- Regularly schedule physical activities.
- Join to be a member in GYM.
- Walking, Swimming and Running (ARK, 2023).

Introduction

- Drug misuse among young adults has emerged as a critical issue in the United Kingdom, presenting significant challenges for public health and societal well-being.
- It refers to the repeated and harmful use of a substance, either in excessive amounts or through harmful methods, leading to adverse effects on the user's well-being and potentially affecting others(NHS apohs, 2023).
- In this group presentation we will discuss about the rationale, implementation, obstacles, and advantages of digital health promotion intervention for people affected by this public health concern.



Justification



- About 18.6% of young adults, which is roughly 1.1 million individuals, reported drug use in the year 2022 (ONS, 2022).
- In 2022, 4.7% of young adults were reported as Class A drug users (ONS, 2022).
- In 2022, 4.0% of young adults engaged in cocaine use, while 3.9% reported using nitrous oxide (ONS, 2022).
- Approximately 274,000 young adults between the ages of 16 and 24 were regular drug users in 2022, accounting for 4.7% of the population (ONS, 2022).
- Between April 2021 and March 2022, the number of adults in contact with drug and alcohol services rose to 289,215, indicating an increase compared to the previous year (GOV.UK, 2023).

Consequences

- The long-term study on heroin addiction found a mortality risk approximately 12 times higher than the general population (NICE, 2012).
- Injecting drug users are at risk of acquiring bloodborne viruses such as HIV, hepatitis B, hepatitis C, and other infections (NICE, 2012).
- In 2021-2022, 133,704 adults undergone treatment for drug misuse (GOV.UK, 2023).
- Among adults in treatment, comprising 49% of the total, sought help for opiate-related issues (GOV.UK, 2023).
- Among those with opiate-related issues, 66% require mental health treatment (GOV.UK, 2023).
- In 2021, there were 3,060 drug poisoning deaths, with a rate of 53.2 deaths per million individuals (GOV.UK, 2023).



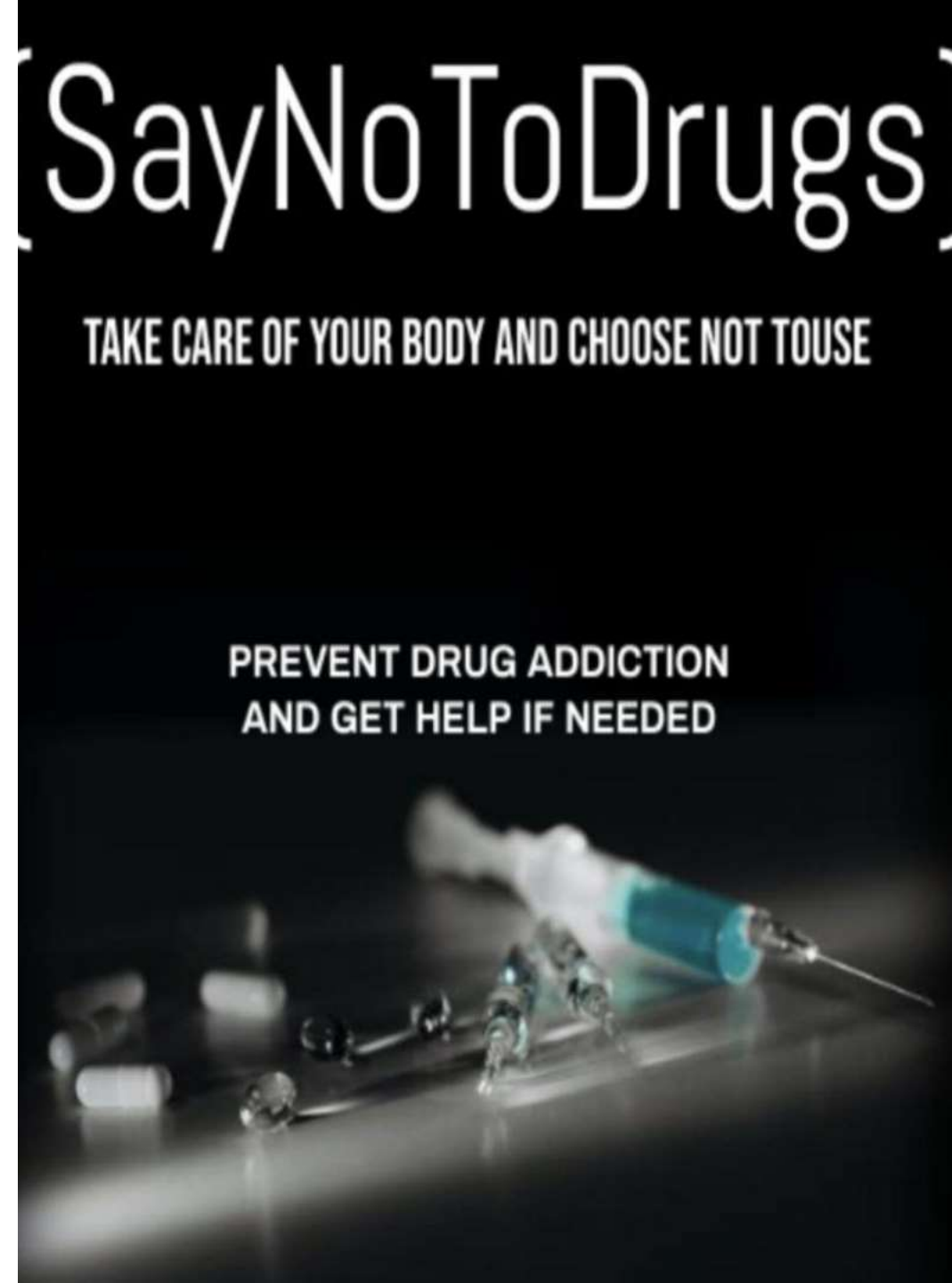


- In 2021, there were 840 cocaine-related deaths, marking an 8.1% increase from the previous year and over seven times more than the 112 deaths recorded in 2011 (ONS, 2022).
- In 2021, there were 2,206 drug misuse deaths among males (77.5 deaths per million) and 854 deaths among females (29.3 deaths per million) (ONS, 2022).
- In 2020, approximately 48% of homicides were linked to drugs, often involving known users or dealers (Adam.H, et.al, 2023).
- In England, drug law enforcement costs £1.4 billion annually, with £690 million for drug-related police enforcement and an additional £733 million for the criminal justice system (transform drugs, 2022).

Health promotion

- Education, Online sessions aimed at increasing awareness about drug misuse (Mikyung Lee et.al, 2018).
- Provide detailed and accurate facts about different drugs, how they affect the body and mind, potential dangers, and the long-term consequences of misuse (Mikyung Lee et.al, 2018).
- To prevent worsening of drug misuse among young adults, By utilizing a mobile application, enhance young adults' ability to access clinicians and therapists who can address issues related to drug misuse (Fabrizio Bert et.al, 2014).

(Postermeywall, 2023).



- This app can connect them with qualified professionals, enabling convenient and confidential support and guidance in addressing their drug misuse issues. They assess and offer suitable recovery plans to individuals based on their condition of drug misuse (Fabrizio Bert et.al, 2014).
- Online programs focusing on promoting healthy eating and engaging in fitness activities for improving overall body health. Biometric sensors used for monitoring.
- To develop health policies, the data produced by this app offers policymakers vital information about the prevalence and trends of drug misuse, empowering them to develop informed health policies.

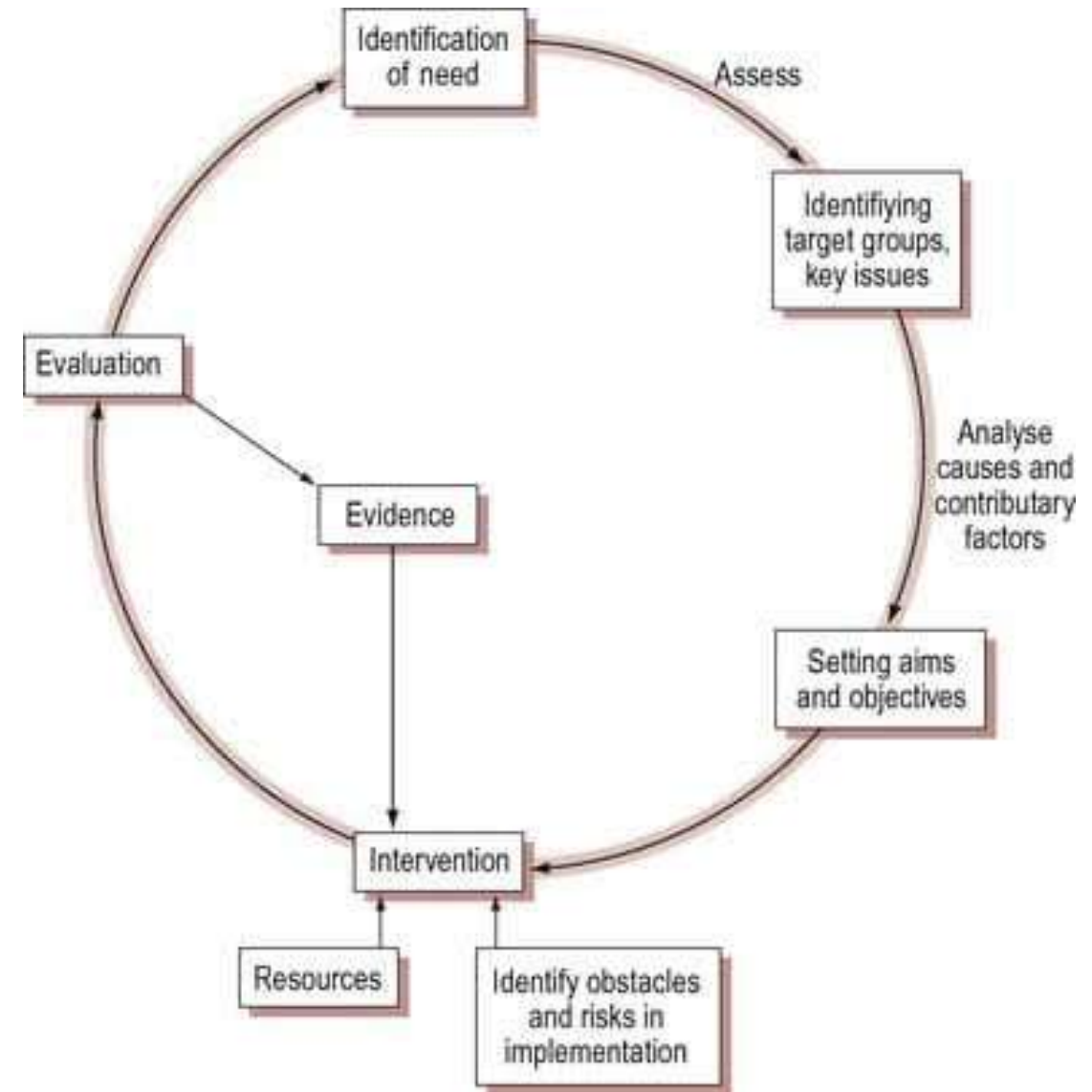


Application

- Health promotion interventions focus on prevention and early intervention, targeting young adults before drug abuse becomes a serious problem .By addressing the problem at an early stage ,it reduces the risk of drug abuse escalating into more serious addiction (Mary Ellen O'Connell et.al,2009).
- **There are 3 process that involves in health promotion intervention:**
 1. Planning
 2. Implementation
 3. Evaluation

Planning model.

- Reasons of planning (Brad L Neiger et.al.,2012).
- To identify risk factors.
- To helps direct resources.
- To improve lifestyle.
- To make systematic approach.
- To better outcome.
- Evidence based strategies.
- To clear objectives and goals.
- Adaptability.
- To successful planning model.





EWLES AND SIMNETT MODEL

- Description.

This model is a health promotion planning framework designed to development and implementation of health promotion (Jan Bowden.et.al.,2016).

- It emphasizes a holistic and participatory approach to health promotion with a focus on empowering individualsand communities to take responsibility for their health and wellbeing.
- There are seven stages of this model (Jan Bowden.et.al.,2016).
 1. Identify needs and priorities.
 2. Set aims and objectives.
 3. Appropriate methodIdentify resources.
 4. Plan evaluation.
 5. Set an action plan.
 6. Implementation of plan.

1. Health Needs Assessment.

- Needs assessment by using digital technology(I am sober app) for drug misusers can be a valuable approach to identify their specific needs and tailoring intervention accordingly (Lubischer et.al.,2019).
 - **There are some ideas to assess particular needs.**
 - Surveys and questionnaires.
 - Real time tracking.
 - Geographic information system(GIS).
 - Online support groups.
 - Methods of education.
 - Personal intervention.
 - Telemedicine.
- Needs and priorities of drug misusers.**
- Social influence.
 - Coping skills.
 - Mental health support.
 - Peer support and role models.
 - Non-judgemental environment.
 - Engaging educational format.
 - Responding to curiosity.
 - Addressing social media influence.

2. Set aim and objective.

Aim – to educate and reduce drug misuse targeting young adults in UK.

Objectives.

- Education and awareness.
- Empowerment and decision making.
- Coping skill development.
- Encourage health seeking.
- Personalized feedback.
- Interactive self assessment.
- Educational resources.
- Notification and reminder system.
- Integration with support service.
- Evaluation and monitoring

3. Appropriate method.

Old method (Robert d et.al.,2020).

- Evidence based education.
- Interactive learning.
- Cognitive behavioral strategy.
- Motivational messages.
- Regular updates.
- Data privacy.
- User feedback.

Modification.

- Research and evidence review.
- Emergency features.
- Feedback analysis.
- Communication with user.
- One to one feedback.
- Book appointments slots.
- Regulating impact.
- Continuous improvements.

4. Identify resources

- Educational contents.
- Expert contributors.
- Feedback mechanism.
- Sensor mechanism.
- Accessibility features.



5. Plan evaluation (Robert d et.al.,2020).

- Clarify objectives.
- Develop evaluation question.
- Select specific method.
- Data analysis.
- Data collection.
- Participants selection.
- Pre-testing.
- Addressing result.
- Comparison.
- Continuous improvement.

6. Action plan.

- Expert collaboration.
- Gamification.
- Notification and reminders.
- Parental involvement.
- Rewards and incentives

7. Implementation of plan.

- Advertisement.
- Events.



BARRIERS POTENTIAL STAKEHOLDERS

- Stakeholders play an important role in supporting and promoting involvement by providing resource , proficiency and guidance to making sure the success and sustainability of the imagination.
- Their active consultation and commitment are important in direct positive changeand achieving the wishful outcome for the imagination.
- Healthcare Providers.
- Government Health Departments.
- Technology Companies.
- Community Organization.
- Health Insurance Companies.
- Academic Institutions.
- Patient Advocacy Groups.
- Collaboration and Synergy.
- Addressing Challenges.



HEALTHCARE PROVIDERS:

- Education and training.
- Clinical Guidelines and Protocols.
- Patient involvement.
- Continuous improvements in quality.

Government Health Departments:

- Providing Financial Support.
- Policy Endorsement.
- Administrative Instructions

Technology Company:

- Enhancing Connectivity.
- Cloud Services.
- Application Development.
- Security Solutions.



Community Organization:

- Trust and Knowledge of Locals.
- Accessibility.
- Empowerment and Ownership.
- Expressive and Cultural Proficiency.

Academic Institutions:

- Generations of Research and Evidence.
- Skills and Specialization.
- Policy Recommendation.

Health Insurance Companies:

- Premiums offers and Discounts.
- Digital Health Service Coverage.
- Personalized Health Goals.



Patient Advocacy Groups.

- Awareness.
- Effects on Policy and Research.
- Depletion of Stigma.
- Participation in Clinical Trials and Research.

Collaboration and Synergy.

- Shared Resources.
- Holistic Approach.
- Increased Reach and Impact.
- Stakeholders Buy-in.
- Resilience and Adaptability.

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Addressing Challenges:

- Differing Goals and Priorities.
- Limited Resources.
- Lack of trust.
- Resistance to change.
- Evaluation and Feedback.



Barriers Task 3

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- **Barriers to the digital health promotion intervention.**

Low socioeconomic status.

Financial issues.

Access problems.

Lack of self-efficacy (Wilson et al., 2021).

Lack of training and education.

Tracking.

No confidential.

Data protection.

Privacy.

Lack of social interaction.

Lack of engagement with the technology (Brall et al., 2019).



(Lkeskinen, 2016).

Legal and ethical issues to deliver digital health promotion intervention.

- **Ethical issues:**

Inequities in access to healthcare.

Dignity.

Accountability.

Safety.

Fairness in storage, access, sharing, and ownership of data.

Human agency and oversight (Manteghinejad & Javanmard, 2021).

Anonymity.

Data governance.

Transparency.

Justice.

Physical, psychological or social harms.

Non-discrimination and fairness.

Societal and environmental well-being (Brall et al., 2019).



(Relif, 2023).

Legal and ethical issues to deliver digital health promotion intervention.



(Pinterest, 2021).

- **Legal issues:**

Digital patient data collection with UK's General Data Protection Regulation and UK Data Protection Act 2018.

Compliance is relevant to the digital UK healthcare regulatory regime (Fulton, 2022).

Telehealth-related laws and regulations.FDA's developing approaches to regulating digital health.

Privacy and cyber security (Digital, 2022).

Fraud and abuse (Group, 2022).

Data protection.

Liability.

Registration Requirements for Regulated Activities.

Antitrust issues (Digital, 2022).

Benefits of I am Sober for young adult drug users

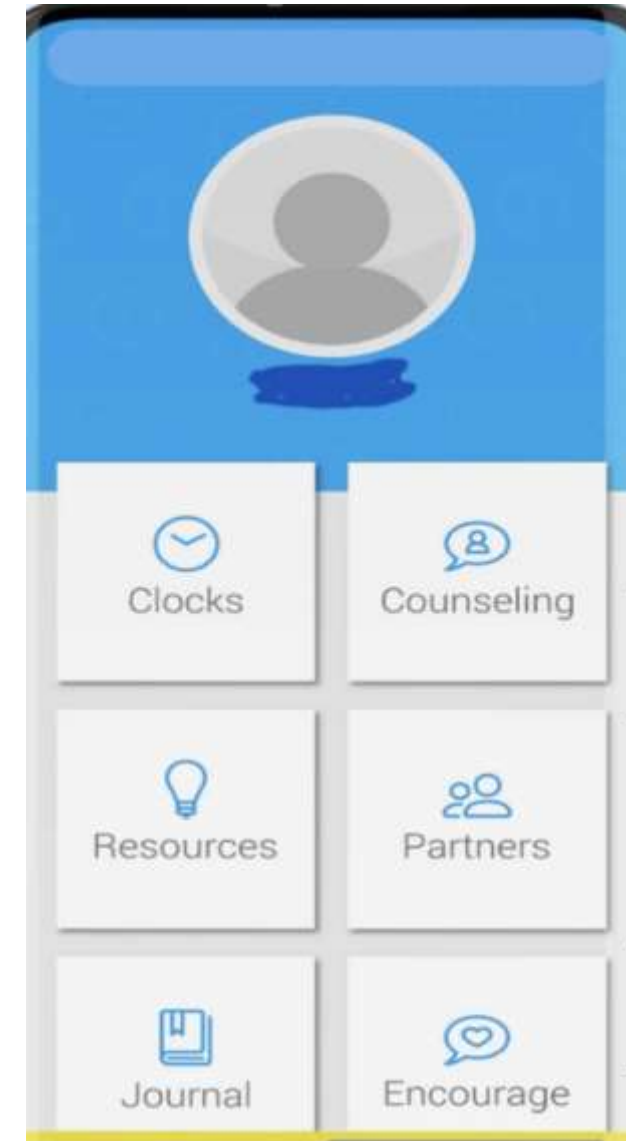


- Recovery mentally and having emotional support by using the app.
- New habits and fit into the new life to make a new routine by using the app after 30 days.
- 3 days and convince people that the cravings are just irrational thoughts.
- The app reminds meetings, holidays and essential things and saves the milestone in the user's life.
- It keeps people motivated and encourages them to do not give up. It helps people to keep track of what to be grateful.
- Monitoring the users and how much they spend on drugs and how much money they saved during the period of quitting.

Benefits of I am Sober for young adult drug users

- Connection with friends.
- Reduce barriers such as a lack of resources, language barriers, and bureaucracy (Fischer et al.,2021).
- Reduce the fear of stigma and discrimination (Holland et.al.,2023).
- Reduce the impact of shame.
- Connect with the recovery community.
- The application is free, can be accessed from everyone.
- Therapists support.
- Empower the drug users to take control of own health.
- Monitoring of physical and emotional state.

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Policies, research and education implication

- The current policies are not efficient (ABHI,2022).
- The reorientation of drug policy in the UK is currently delayed(ABHI,2022).
- Current policy only incriminate drug users.
- A public health approach to drugs would be more effective than incrimination -based policies.
- A Public Health approach should address the factors that predispose to harmful drug use(Public Health Branding, 2018).
- National licensing and funding policies should be designed to stimulate Digital Health Interventions(Holland et al.,2023).
- National and local authority should provide new policies in specialized training to all clinical professional schools for adequate health care equipment (Tofighi et al.,2019).



Policies, research and education implication

- Support the programme for Software as a Medical Device and ensure capacity to process digital health technologies(ABHI,2022).
- Develop payment pathways for digital technologies can deliver in terms of early intervention, health prevention(ABHI,2023).
- Studies have shown that digital health promotion significantly reduces substance abuse and associated harm, and people readily accept these programs(Fisher et al.,2021).
- Promoting I Am Sober in Universities can be an important approach for young adults.
- I am Sober should be promoted in households, schools, clinical settings, and community centers.
- Survey studies are needed to understand effectiveness of digital health promotion.
- Clinical professional associations should provide continuing education and training for those already practicing (Fisher et al.,2021).
- Medical professionals must change their culture, attitudes regarding substance use(ABHI,2022).



Policies, research and education implication

- I am a sober, hypothetical is feasible in utilization and acceptance by young people in the UK.
- In the USA, over 300,000 deaths have been avoided in recent years due to the implementation of digital health interventions to reduce drug use (Fisher et al.,2021).
- This plan is the basis for further research on the effectiveness of I am sober.
- It reduces language barriers and that leads to reducing treatment barriers.
- Education and regular monitoring can significantly reduce substance use in young adults in the UK(Holland et al.,2023).

- Still a big problem the young adult drug users in the United Kingdom and Worldwide.
- I am Sober app has a lot of benefits that are helpful for the patient such as meeting, meditation, and supporting them with the changes in their life.
- Users have more confidence since they use the app and empower the patient with their own health, free app and anyone can have access can download it from Google Play or Apple Store.
- Many barriers ethical and legal has digital health technology since the patient registers only and made an account the suppliers can handle all the data of the patient.
- By using planning models organizations and stakeholders could make skilful-structured, proof-based intervenes of 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.



THANK

You

Very Much

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