



MSc Public Health and Social Care In Practice

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Obesity Prevention



3D modelling used to encourage families to make major lifestyle changes Baynes (2017)

Background

Obesity in children is one of the problems that malnutrition can cause, it is a global issue and has been considered a public health issue which needs to be addressed.

WHO (2020) expressed that an estimated 37 million children under the age of 5 years were obese or overweight.

In the United Kingdom, it is a great issue Bancroft (2024) highlights that children in the United Kingdom children are getting shorter and more obese due to malnutrition, which has been described as a 'national embarrassment'.

In England about one in four children aged 10 and 11 years old are obese (Gregory, 2024).

Complications of childhood obesity

Childhood diabetes,

Heart diseases,

Sleeping problems

Mental health problems in extreme cases can lead to death (Balasudaram and Krishna, 2023).

Health promotion Interventions to tackle childhood obesity In England

- a. Enlightening parents by carrying out a health promotion program by setting up a social media campaign to educate parents on how to prepare affordable meals that provide healthy nutrition to their children. This will include seasonal fresh fruits and vegetables



- b. Children's schools' additional sports activities will be encouraged so that children are more active and this will in turn allow children to lose weight and be healthier.



Channels where the health promotion be broadcasted

Major social media forums such as Facebook, Snapchat and Twitter. Social media platforms are very effective tools in providing information to parents of children who are obese, as it can be provided quickly and efficiently



Advantages of social media health promotion as regards tackling childhood obesity

The advantage of using social media for tackling childhood obesity is:

The ability for the health promotion information to reach many parents quickly. Walter (2023) agrees with this line of thought and expresses that social media has been effective in promoting healthy messaging.

Thapliyal et al (2024) also agree with this line of thought and highlight that social media are strong outlets for disseminating information and promoting community engagement. The fact that there are many social media forums that healthy eating promotion will be utilised makes it more accessible to more parents hence the effectiveness.

Criticisms of this social media health promotion in tackling childhood obesity

The criticism of using social media health promotion for the tackling of childhood obesity are::

- a. Some parents that are from low-income families may not have access to social media and hence may miss out on this vital information
- b. Some parents may need more funds to afford fresh fruits and vegetables. Gatenby (2021) argues that tackling food insecurity and poor nutrition among low-income families is more likely to be less effective than high-income families

How to tackle the criticism of using social media health promotion for childhood obesity

- A. Parents can buy in bulk fruits and vegetables that are in season and freeze them
- B. Parents can access the internet at local libraries where they can get vital information about feeding their children a healthier diet

Putting a stop to Drug Misuse



Background

Drug misuse is a public health issue among teenagers.

A survey carried out by NHS England (2021) highlighted that young people who smoked, drank and took hard drugs are more likely to have low levels of life satisfaction (57%) compared with those individuals who have not carried out any of these which is (18%).

Complications of drug misuse

Drug misuse can lead to physical, mental and emotional problems for teenagers such as :

A. high blood pressure, (Peckham, 2023)

- B. heart disease
- C. sleep disruption. (Medline Plus 2023)
- D. Lack of coordination (Peckham, 2023)

Health promotion Interventions to tackle drug misuse among teenagers in England

Mindful talk - Teenagers are encouraged to build resilience to make the right choices and speak with trained healthcare professionals. This will be remotely utilising video calls or telephone calls and all these meetings will be confidential.

O'Connor (2017) agrees with this line of thought and highlights that Mentor UK's Alcohol Drugs and Education and Prevention Information Service was found to tackle drug misuse



(freepik)

Advantage of Mindful talk In tackling drug misuse

Maintaining Confidentiality

A. The fact that talking therapy is undertaken remotely which could be carried out remotely via telephone or by video call makes it confidential hence making the teenagers more willing to call for help and trust the health care professionals.

Cost Effective

B. The fact that teenagers do not need to travel to have consultations with health care professionals makes it cost-effective for teenagers as they will not need to spend money on transport. NHS (2021) agrees with this line of thought and explains that patients benefit from telephone

consultations as patients can be seen more effectively and efficiently



Above are devices used in Mindful talk

Criticism of Mindful Talk in Tackling Drug Misuse

A. Encouraging health inequalities

Teenagers from low-income families may not have access to devices such as laptops and telephone devices hence missing out on these kinds of services. University of Cambridge (2024) explains that non-face-to-face consultations can lead to an increase in health inequalities and barriers to accessing appropriate care.

B. Poor Internet connection

Poor internet connection could disturb the consultation, in low-income households this is the possibility that a good internet connection may be an obstacle to a good consultation appointment. Hughes (2021) agrees with this line of thought and highlights that poor internet connection is one of the reasons why this form of communication with patients or clients would not be effective.

How to Tackle Criticism of Mindful Talk in Tackling Drug Misuse

A. Teenagers can go to internet hubs or their library to gain good access to laptops and internet access

B. To bridge the gap between low-income and high-income families in accessing talking therapy it is paramount that healthcare professionals raise the awareness of talk therapy available to every teenager

Eating for health



Background Child obesity is an issue that needs to be tackled as it affects many children NHS Digital (2023) explain that 10.1% of children ages 4 - 5 were obese in the year 2021/22. The government has encouraged the companies in the United Kingdom to reduce their sugar content voluntarily (Hamblin et al 2017). Gregory (2024) express that almost one in four children age 10 and 11 in England are obese. RCPCH (2023) argue that the most deprived areas have a higher number of child obesity 12.4% compare to 5.8%. For there to be a change to this issue health promotion interventions need to be carried out to raise awareness and to make lifestyle changes, such as parents feeding their children with healthy foods and motivating their children to exercise more and engage in outdoor sports.

Health Promotion Principles Empowering the parents giving them information on healthy eating to feed their children. Working in partnership with the parents to making healthier choices less junk food; Parents making healthier food choices and taking control of their eating habits (WHO, 2024). Health promotion is working with the targeted population which in this case is the children and enabling them to have a better health. Sibeudu (2024) expresses that health promotion makes population to make right choices to improve their quality of life.

Interventions Peter et al (2015) express that interventions is any activity undertaken with the objective of improving human health by preventing diseases. Obesity in children can cause various issues such as type 2 diabetes, breathing problems and joint pain (Mayo Clinic, 2024). The use of working closely with the parents of the children is very important as the children eat what is given to them to eat. In order to provide an effective health promotion intervention it is important to understand the targeted population and use the appropriate health promotion intervention. The intervention that will be used is promoting healthy eating by using social media outlets such as facebook, linkedin and instagram; activities such as promoting healthy dishes; giving food receipts that are healthy; it is important to identify the stakeholders for this health promotion program and these are, the children that are obese; their parents; the schools they attend; the local councils and non governmental organisations that support children's health; charities that relate to children. It is important for health promotion interventions to be reviewed regularly and tailored to meet the needs of the targeted population Miches and Perstwich (2010) argue that behaviour change technique can be selected and or refined and tailored to the targeted population.

This is a picture of a phone with social media applications



Behavioural Change Theory There are various behaviour change theories, however for health promotion interventions it is paramount that the right theory is used in order to get the desired outcome. Davis et (2015) agree with this line of thought and emphasis that it is important that the right behavioural change theory is used when carrying out a health promotion intervention The reason why the health promotion intervention will be undertaken place is to change the mindset of the parents of the obese children by changing their mind set. This can be undertaken by using the behavioural change theory which is affected by lifestyle; attitudes, beliefs and culture hence it maybe difficult to change the way people live their lives. For example in some cultures eating big meals are the norm and shows affluence, hence trying to educate such a person to eat smaller portions would be an uphill task. Celestine (2021) explain that behaviour change is about altering habits and behaviours for the long term. The behaviour change theory will be the health belief model.

The Health Belief Model The health belief model is known to be the best model when it comes to health promotion interventions Boskey (2024) highlights that a study carried out and published in Health Psychology review concluded that the health belief model was 78% able to significantly change people's behaviour when it came to their health choices. In adopting the health belief model for childhood obesity health promotion intervention the **perceived susceptibility** - Parents feeding their children with unhealthy diets results to them being obese; **perceived severity** children who eat unhealthy foods can lead to children having problems such as health problems Ronald et al (2021) agree with this argument and states that children who are obese suffer from cardiovascular problems and type 2 diabetes; **Perceived benefits** Parents feeding their children with fruit and vegetables and allowing them to do more exercise will make them more healthy and less likely to develop diseases such as type 2 diabetes and cardiovascular diseases; **Perceived barriers** parents who are from a low income family may find it difficult to buy vegetables and fruits also parents may find it difficult to have the time to spend with their children to participate in physical activities; **Cues to action** parents begin to see that their children are developing health problems such as being diagnosed with type 2 diabetes; **Self Efficacy** parents become comfortable with the idea of preparing healthy meals for their children and make time to do physical activities with their children and do not go back to their old ones of eating unhealthy diets. There are those who are of the belief that the health belief model is a very efficient and useful model when it comes to people making better lifestyle choices as regards their health. Educational Wave Team (2024) express that the inclusion of the self efficacy element of the model makes individuals to make right choices as regards their health there about leading to a better health outcome. On the other hand there a critics to the model and argue that the model does not take into consideration that individuals come from diverse cultures and backgrounds that influence their life choices. TResearch.Net (nd) explain that the health belief model does not take into consideration the cultural diversity of people which has a great influence on people's health behaviour and choices.

Expected Outcomes Laverack (2017) explain that for people to be persuaded to change their behaviour through health promotion needs strong policy framework which allows a supportive environment and empowering people. It is important that when a health promotion intervention is carried out an expected outcome is needed. The fact that the parents of the children that are obese are the ones that are targeted to change their attitudes and mindset when it comes to what they feed their children with. Evaluations need to be made and this could be by using a couple of ways such as pre questionnaires given to these parents in order to see how much the parents know about healthy eating and the need for physical activities and then post questionnaires to see how their attitudes have changed as regards healthy eating. Evans (2024) explain that individuals genuine want for change and commitment to the process is paramount otherwise the change will be superficial. The desired outcome is to influence parents to change their eating habits by cooking healthy meals hence decrease the number of children that are obese

Conclusion This poster has discussed the digital intervention of child obese prevention by using social media as a means to bring aware to the children's parents as regards healthy meals and encouraging parents to encourage their children to encourage physical activities.

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