

PROGRAMME: MSC PUBLIC HEALTH AND SOCIAL CARE IN PRACTICE

MODULE: SOCIAL EPIDEMIOLOGY AND PUBLIC HEALTH DEVELOPMENT
MODULE CODE: LCHS7000

ASSIGNMENT TITLE: COMPONENT 1 GROUP PRESENTATION
(PRACTICE INTERVENTION)

TOPIC: REDUCING SMOKING AND HARMFUL ALCOHOL CONSUMPTION AMONG
ADULTS THROUGH AWARENESS, BEHAVIOUR CHANGE, AND COMMUNITY
PARTICIPATION

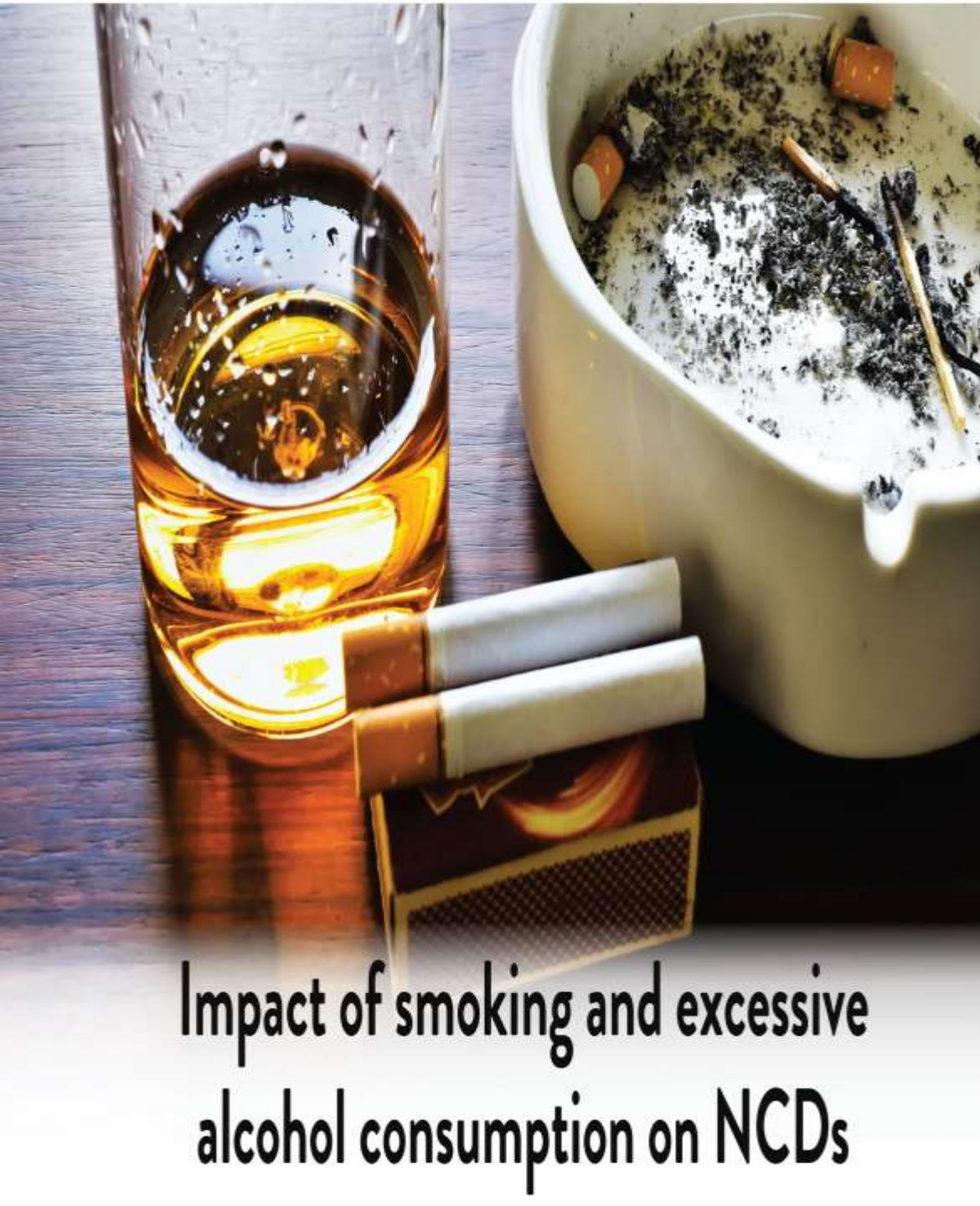
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STUDENT 1: PATEL AMI (2526924)

Introduction to the topic

- Smoking and harmful consumption of alcohol are a major factor that leads to preventable illnesses and untimely deaths within populations (WHO, 2026)
- Public health campaigns are very critical in motivating people to engage in lifestyle behaviours that are healthier (WHO, 2026)
- Community-based health promotion interventions have a positive potential to impact on behaviour change and decrease health risks.





**Impact of smoking and excessive
alcohol consumption on NCDs**

Target Population

- Adults aged between 25 and 45 years have higher chances of having lifestyle stressors that affect their smoking and alcohol consumption behaviours (Tobaccoinduceddiseases, 2025).
- Social contexts and workplaces might promote frequent drinking by adults of this age.
- This population can be assisted with specific health promotion interventions aimed at helping them to choose more healthy lifestyle options.

Overview of the Campaign

- The campaign is designed as an eight-week health promotion programme that is based on education and behavioural change.
- During the weekly sessions, the participants will be equipped with knowledge and coping skills and support on how to minimise smoking and alcohol consumption.
- Peer support and community involvement will promote the maintenance of behaviour change in the participants.





Tobacco use remains the biggest preventable cause of cancer globally.

WHO stated it accounts for nearly 15 percent of new cancer cases, followed by alcohol consumption, obesity, infections, pollution, and excessive UV exposure.

Rationale for the Campaign

- Smoking and excessive drinking still remains a major cause of preventable diseases across the globe (Ncdalliance, 2025).
- Social and psychological considerations are usually oncogenic in inspiring people to stick to their unhealthy behaviours (Decety *et al.* 2025).
- Preventive health promotion measures can be used to lower the health risks in the long run and the health outcome of the population.

National Guidelines and Statistics



- According to national guidelines, adults should not consume more than fourteen units a week of alcohol (NHS, 2025).
- The smoking cessation is highly recommended by the government health authorities owing to its relation to dangerous diseases (Parul *et al.* 2025).
- According to current statistics, there is a large percentage of adults who are still over-indulging in alcohol and smoke on a regular basis.

GUIDELINE	RECOMMENDATION
ALCOHOL	MAXIMUM 14 UNITS PER WEEK
SMOKING	COMPLETE CESSATION RECOMMENDED
PUBLIC HEALTH AIM	REDUCE RISK OF CHRONIC DISEASE



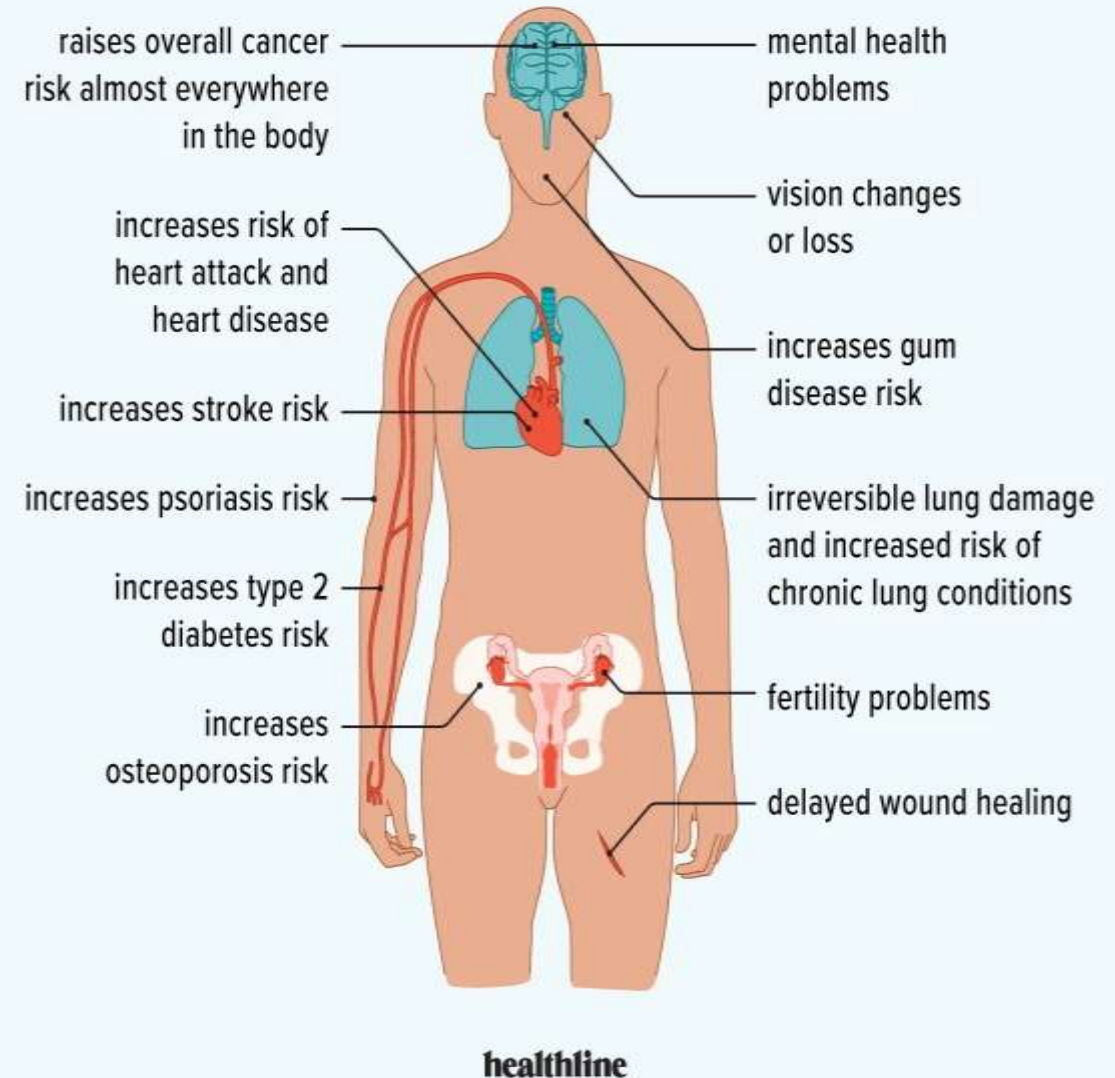
Short-Term Consequences of Lack of Screening

- Smoking and alcohol abuse may cause fatigue, sleep disturbances and low concentration (NHS, 2025).
- The dangerous drinking can result in the increased risk of accidents and poor decision-making.
- Short-term health effects may have an effect on performance, relationships and daily functioning at work (Lin *et al.* 2025).

Long-Term Consequences

- Long-term smoking: This is a serious risk factor that causes lung cancer, heart disease and respiratory disorders.
- A detrimental use of alcohol may result in liver disease, blood pressure problems and various types of cancer (NIAAA, 2025).
- Chronic diseases linked with such behaviours raise the cost of healthcare and lower the quality of life.

Effects of Smoking on the Body



STUDENT 2: PATEL DARSHAN (2515501)

DON'T LET TOBACCO TAKE YOUR BREATH AWAY

**TOBACCO KILLS MORE THAN 8 MILLION
PEOPLE EVERY YEAR.**



Campaign Aims

- The campaign will be geared towards raising awareness of health hazards that are related to smoking and harmful drinking.
- The campaign will result in behavioural support in order to reduce smoking and alcohol consumption among the participants.
- Goal: The campaign will reach out to people with local cessation and community health services.

Campaign Activities Overview

- The campaign will involve interactive workshops that will inform the people about the health effects of smoking and alcohol use that are dangerous to their health.
- Individuals will be assisted in dealing with unhealthy coping mechanisms by using group discussions and counselling sessions.
- The support activities will be peer to peer in order to motivate the participants to stay motivated during the campaign programme.

**CLEARING
THE AIR**

UNVEILING THE HEALTH
HAZARDS OF SMOKING



**SAY NO
TO SMOKE**

FROM AWARENESS
TO ACTION



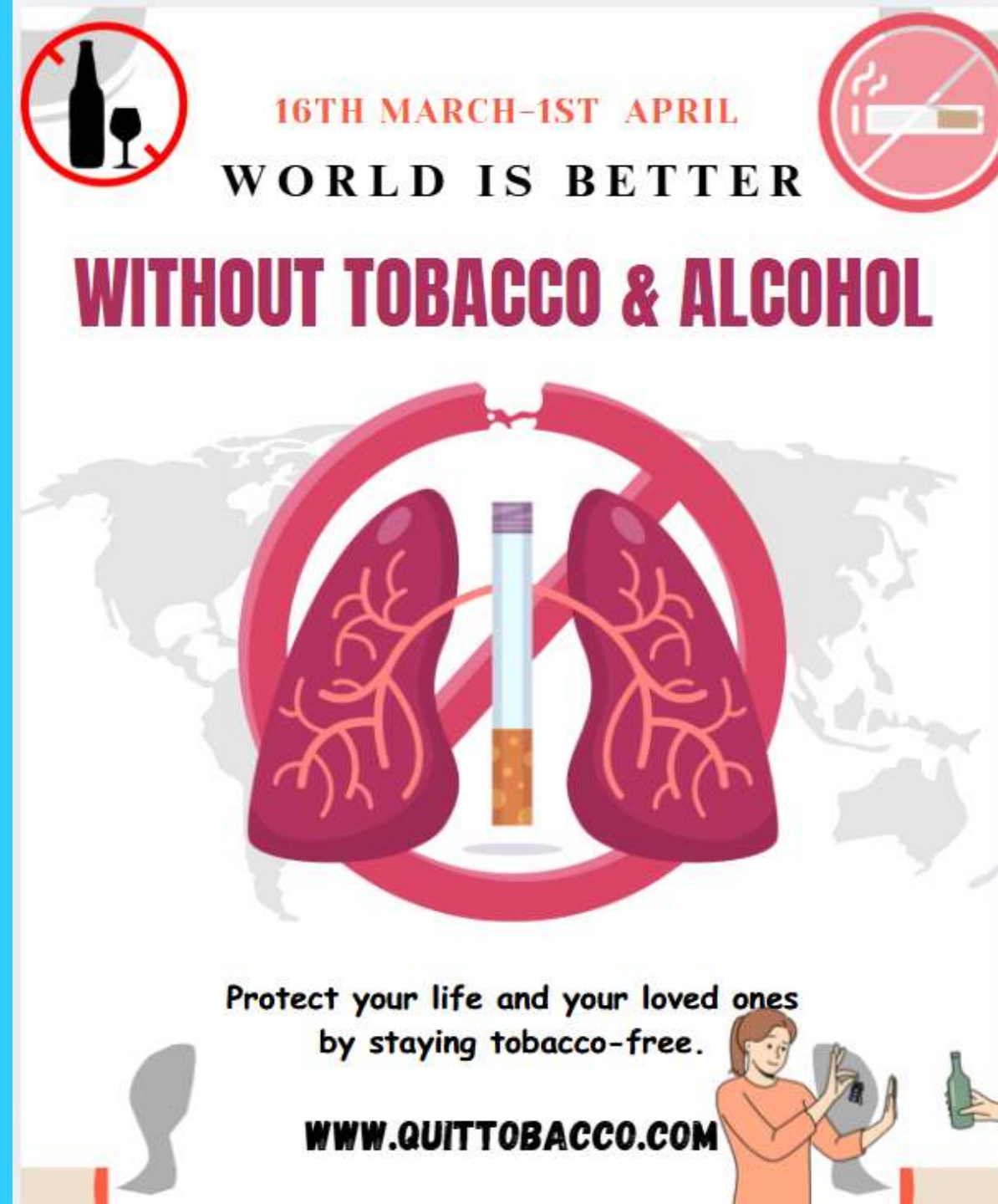
Weekly Activity Plan

- Weekly meetings will be used to expose the participants slowly to knowledge and skills needed to minimise smoking and alcohol use.
- Activities will be a mix of educational workshops and strategy of behavioural support and stress management.
- The last session will be a review of the progress made and also motivate the participants to adhere to long-term lifestyle changes.

WEEK	ACTIVITY
WEEK 1	HEALTH AWARENESS SESSION
WEEK 2	ADDICTION EDUCATION
WEEK 3	MENTAL HEALTH AND COPING
WEEK 4	STRESS MANAGEMENT
WEEK 5	SMOKING CESSATION STRATEGIES
WEEK 6	ALCOHOL REDUCTION METHODS
WEEK 7	PEER SUPPORT SESSION
WEEK 8	PROGRAMME REVIEW

Campaign Poster

- The objective of the campaign poster is to decrease smoking and other harmful alcohol consumption and this is well conveyed in the poster.
- The poster will contain references to weekly activities and the opportunities to participate.
- The poster highlights health benefits of healthier lifestyle behaviour adoption.



EVALUATION TYPE	PURPOSE
PROCESS EVALUATION	MEASURES PARTICIPATION
OUTCOME EVALUATION	MEASURES BEHAVIOUR CHANGE
IMPACT EVALUATION	MEASURES LONG-TERM RESULTS

Evaluation Methods

- Process evaluation will involve gauging the level of participation and involvement during campaign activities.
- Outcome evaluation will be used to measure the change in the smoking and alcohol consumption behaviour of the participants.
- Impact evaluation will be used to measure the increase in long-term health awareness and changes in lifestyle.

Local and National Organisations

- Evidence-based recommendations on how smoking and alcohol decreases are offered by national health organisations.
- Local health services are used to assist people through counselling, cessation programmes and other health education resources.
- By cooperating with such organisations, the campaign will have a stronger credibility and sustainability.

ORGANISATION	ROLE IN CAMPAIGN
NHS	PROVIDES HEALTH EDUCATION AND CESSATION SUPPORT
ALCOHOL CHANGE UK	PROMOTES RESPONSIBLE DRINKING CAMPAIGNS
ASH	ADVOCATES FOR TOBACCO CONTROL AND CESSATION

Resources Used in the Campaign

RESOURCE	PURPOSE
HEALTH EDUCATION LEAFLETS	INCREASE AWARENESS OF RISKS
MOBILE HEALTH APPS	TRACK PROGRESS AND SUPPORT CESSATION
COUNSELLING SERVICES	PROVIDE BEHAVIOURAL SUPPORT

- Educational materials will deliver credible information to the participants about the health risks that come with smoking and alcohol abuse.
- Digital tools and mobile-based applications can be used to assist people to monitor their progress and keep them motivated (Nursi *et al.* 2025)
- Personalised assistance will be offered to the participants who are trying to change their behaviour through counselling services.

STUDENT 3: PATEL PARTH (2519370)

Physiological Benefits

- Quitting smoking would greatly enhance the lung capacity and chance of getting respiratory diseases.
- Reduced intake of alcohol will help in enhancing liver status and heart stability.
- Positive physiological changes may improve the level of energy, physical fitness and physical wellbeing.





Psychological Benefits

- Smoking and alcohol intake have been associated with mental disorders and poor moods; these may be alleviated by reducing alcohol intake and smoking.
- Behavioural change can decrease stress and depression symptoms as well as anxiety.
- Judging by the enhanced self-control and confidence, individuals would like to adopt healthy habits (Guo *et al.* 2025).

Sociological Benefits

- Reducing smoking and alcohol drinking can help to make family relations and socialisation better (Ijiola *et al.* 2025).
- Behavioural change can promote productivity and professional performance at the workplace.
- Economic gains through decreased substance consumption can help to increase the quality of life (Vatamanu *et al.* 2025).





Health Behaviour Change Theories

THEORY	KEY CONCEPT
HEALTH BELIEF MODEL	PERCEIVED RISK AND BENEFITS
THEORY OF PLANNED BEHAVIOUR	SOCIAL NORMS INFLUENCE BEHAVIOUR
TRANSTHEORETICAL MODEL	STAGES OF BEHAVIOUR CHANGE

- Behaviour change theories can be used to explain how beliefs and social influences direct health behaviours (Eriksson *et al.* 2025).
- The Health Belief Model focuses on the perceived risk and perceived benefits of behaviour change.
- The Transtheoretical Model focuses on the stages that people go through in order to change behaviour.



Barriers and Solutions

- Addiction to nicotine and alcohol may also be a major problem to those who are trying to change their behaviour (Fitzgerald *et al.* 2025).
- Social pressures and peer influence can be some factors that can make people persist in bad habits (Javaid *et al.* 2025).
- These barriers can be overcome by supporting individuals, using behavioural interventions.

BARRIER	SOLUTION
ADDICTION	PROFESSIONAL COUNSELLING
PEER PRESSURE	SUPPORT GROUPS
STRESS	STRESS MANAGEMENT TECHNIQUES



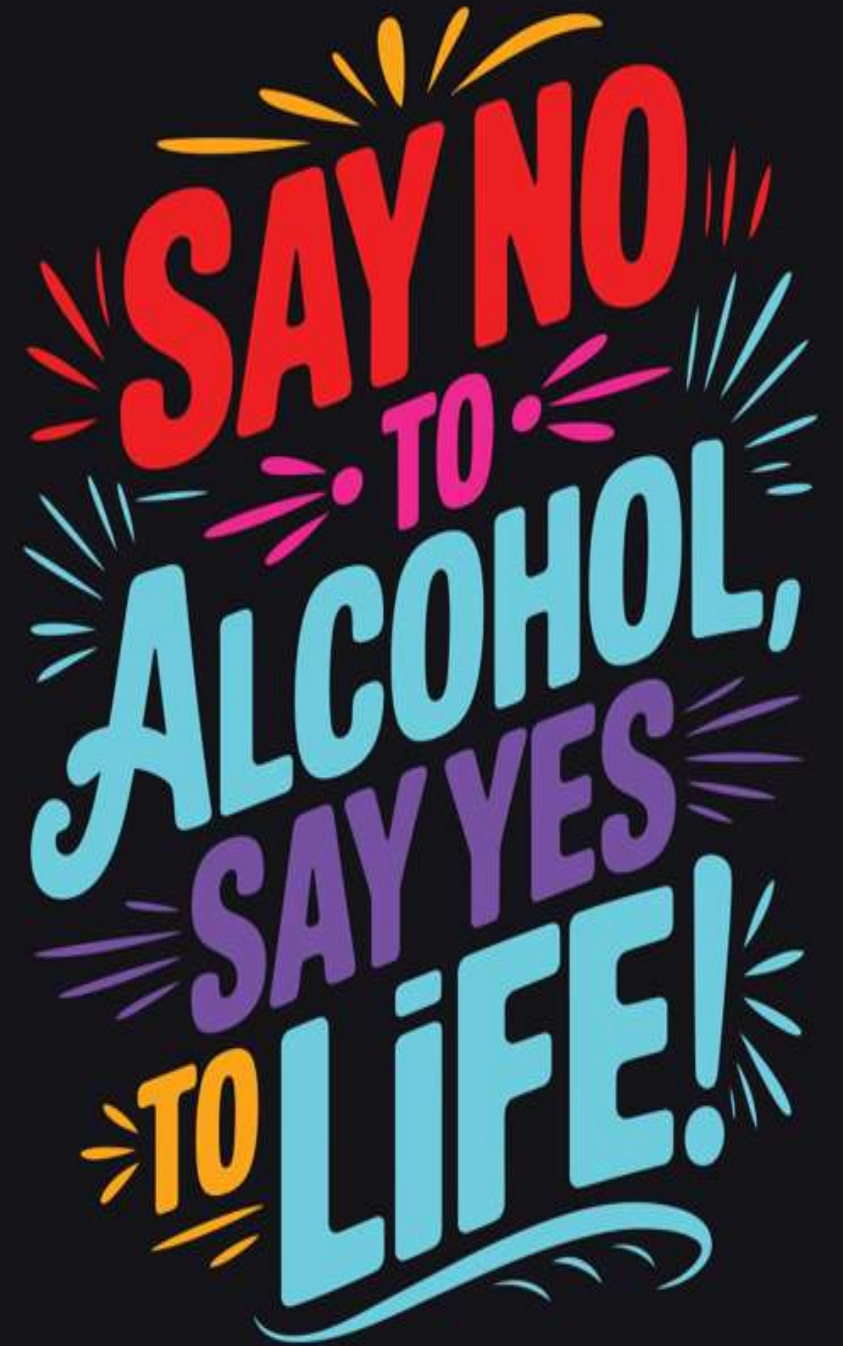
Barriers and Solutions

- Educational workshops Educational workshops will raise awareness and give practical behaviour change strategies.
- Peer support groups will be used to motivate participants to share experiences and be motivated.
- Professional counselling and cessation programmes will be provided to people who have problems of addiction.



Conclusion

- Unhealthy drinking and smoking are also major causes of preventable diseases and health disparities.
- The behaviour change through health promotion campaigns can be assisted by education, community participation and support services.
- Sustainable lifestyle interventions can enhance individual health and enhance health outcomes of the population.



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