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University of Wales
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MSC PUBLIC HEALTH AND SOCIAL CARE IN PRACTICE

Module Code: LCHS7000

Module: Social Epidemiology and Public Health Development

Assignment Title: "Stand Out the Right Way: A Campaign Against Antisocial Behaviour"

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Presentation Date: 04th November 2025

Introduction

Antisocial lifestyles among teenagers aged 13–19 are increasing in the UK, and those teenagers are experiencing escalating difficulties associated with social isolation, mental health problems, and adverse peer pressure. Research shows that family conflict, lack of engagement with school and excessive exposure to the digital world are some of the primary causes of antisocial behaviour in adolescents.

Rationale for the campaign

The intended audience of Stand Out the Right Way is the teenagers (13-19) living an antisocial lifestyle due to poor mental health, broken daily routines (sleep, activity), substance use and lack of pro-social activities among the youth, making them more likely to recidivate and narrow their life chances and harm their local communities. Many older teens face serious issues like sleep problems and mental health struggles, there are high rates of anti-social behaviour, and many young people aren't getting enough exercise. National statistics show these problems are common, so a campaign aimed at helping young people develop healthier habits, social skills, and alternative activities is needed.

National Guidelines in UK for Teenagers Aged (13–19)

Guideline (UK national source)	What the guideline asks	Latest representative statistic (UK)	Meets guideline?
Physical activity — CMO: **60 min MVPA/day (average)** for 5–18 yr olds.	≥60 minutes moderate–vigorous activity per day on average.	**47.8%** of children & young people (school years 1–11, ages ≈5–16) meet the CMO guideline (Active Lives CYP survey 2023–24). (Caveat: Sport England data covers up to age ~16; older teens (17–19) are not in that survey).	**No — under half (ages 5–16); likely lower for older teens.**
Sleep — recommended for teens: **8–10 hours/night** (common clinical guidance for 13–18).	8–10 hours/night for 13–18 yr olds.	NHS Digital: **64.9%** of young people aged 17–23 had sleep problems 3+ nights in the previous week (2023); HBSC/other UK surveys show many adolescents do not get 8+ hours (only ~42% had 8.5+ hrs in some surveys). **Substantial proportion not meeting recommended sleep.**	**No — many older teens report sleep problems / insufficient sleep.**
Antisocial behaviour (community scale) — Govt priority: reduce ASB and intervene early.	No numeric “per person” guideline; aim is to reduce incidents and divert young people from ASB into positive activities.	Police recorded **~1 million ASB incidents** in the year ending Sept 2023 (CSEW/ONS); government action plan emphasises early intervention for young people. Also, **12,418** under-18s were in contact with alcohol/drug services in 2022–23 (increase year-on-year).	**Problem persists — many incidents and young people in treatment / justice system.**

Short-term and long-term consequences of poor habits

Short-term — daily life (examples):

- Increased irritability, mood swings, and aggressive outbursts.
- Poor school attendance, concentration problems and falling grades.
- Greater likelihood of substance use episodes (alcohol, drugs, vaping).
- Social isolation from pro-social peers.

Long-term — future (examples):

- Higher risk of persistent mental health disorders (depression, anxiety).
- Increased likelihood of involvement with the criminal justice system.
- Reduced life-course opportunities: lower educational attainment, poorer job prospects, and long-term health problems.

Three key, measurable aim:

Aim 1 — Increase daily activity:

- Goal: Improve the percentage of involved teens (13-16 in schools/youth centres and 17-19 separately) who report 60 minutes or more of moderate-vigorous physical activity daily by 15 percentage points in 12 months.

Aim 2 - Sleep Problems: Reduce and enhance routines:

- Goal: Aim at decreasing the rate of respondents with sleep problems (at least 3 nights/week) by 20 percent in 9 months through sleep-hygiene workshops and a challenge to have phones off at bedtime.

Aim 3 – Redirect antisocial behaviour (ASB) to positive activities:

- Goal: To reduce by 30% the reported incidences of ASB amongst those involved and to grow by 40% their participation in organised youth activities (sports, arts, mentoring) in 12 months.

Evaluation of the Campaign

The campaign ***"Stand Out the Right Way"*** used both process and outcome evaluations to assess effectiveness.

Process evaluation: Measured attendance in workshops, tracked rates of participation, and participation in social media to make sure that activities were undertaken as intended.

Outcome evaluation: Evaluation of change in behaviour and lifestyle of teens following intervention.

Measurement methods:

- Pre- and post-surveys to determine the physical activity, sleep quality, and the levels of antisocial behaviour.
- To gather objective data, wearable fitness trackers and attendance records will be used.
- Local police reports and the statistics of youth centres to assess ASB reduction and positive participation percentages.

The Poster Image

Potential Partner and Their Aims

1. Neighborhood Watch Network:

This UK-wide voluntary crime prevention charity works at both local and national levels.

Aim: To bring together volunteers and youth in crime and ASB prevention, enhance resiliency in the community, and encourage youth to lead in crime and ASB prevention.

Potential Partner and Their Aims

2. Alliance for Youth Justice

Alliance for Youth Justice
formerly SCYJ

Alliance for Youth Justice

AYJ is a national advocacy organisation that gathers over 75 charities and grassroots organisations in England and Wales.

Aim: To assure that the youth within the justice system can be treated as children first and have their voices heard, as well as receive rights-based, supporting interventions, instead of punitive actions.

Replicable Resources

- **Workshop materials**: Guides, activity plans, and lesson sheets from youth-focused programmes.
- **Digital engagement tools**: Social media campaigns, interactive apps, and online challenges to promote healthy routines.
- **Wearable trackers**: Devices for monitoring physical activity and sleep patterns in participants.
- **Data collection tools**: Pre/post surveys, attendance logs, and ASB reporting templates.
- **Community networks**: Partnerships with schools, youth centres, and local charities to deliver activities and outreach.
- **Visual assets**: Posters, infographics, and videos with positive messaging for teen engagement.

Benefits of Positive Behaviour Change in Teenagers

1. Physiological Benefits Section (Top Right)

Visuals:

Heart and muscle icons

Teens jogging, cycling, or doing sports.

Color Palette: Bright reds and greens (energy and health).

Labels:

“Stronger body & heart health”

“Better sleep & energy”

“Improved brain function & academic focus”

Benefits of Positive Behaviour Change in Teenagers

2. Sociological Benefits Section (Bottom Center)

Visuals:

A *community icon* (connected hands or network).

Teens engaging in a group activity—volunteering, music, or teamwork.

Color Palette: Warm oranges and yellows (friendship and community).

Labels:

“Stronger friendships & teamwork”

“Increased civic engagement”

“Reduced antisocial behaviour”

Benefits of Positive Behaviour Change in Teenagers

3. Psychological Benefits Section (Top Left)

Visuals:

A glowing *brain icon* with small hearts or light rays around it.

A teenager meditating, smiling, or drawing/painting — representing calm and creativity.

Color Palette: Soft purples and blues (to express calm and balance).

Labels:

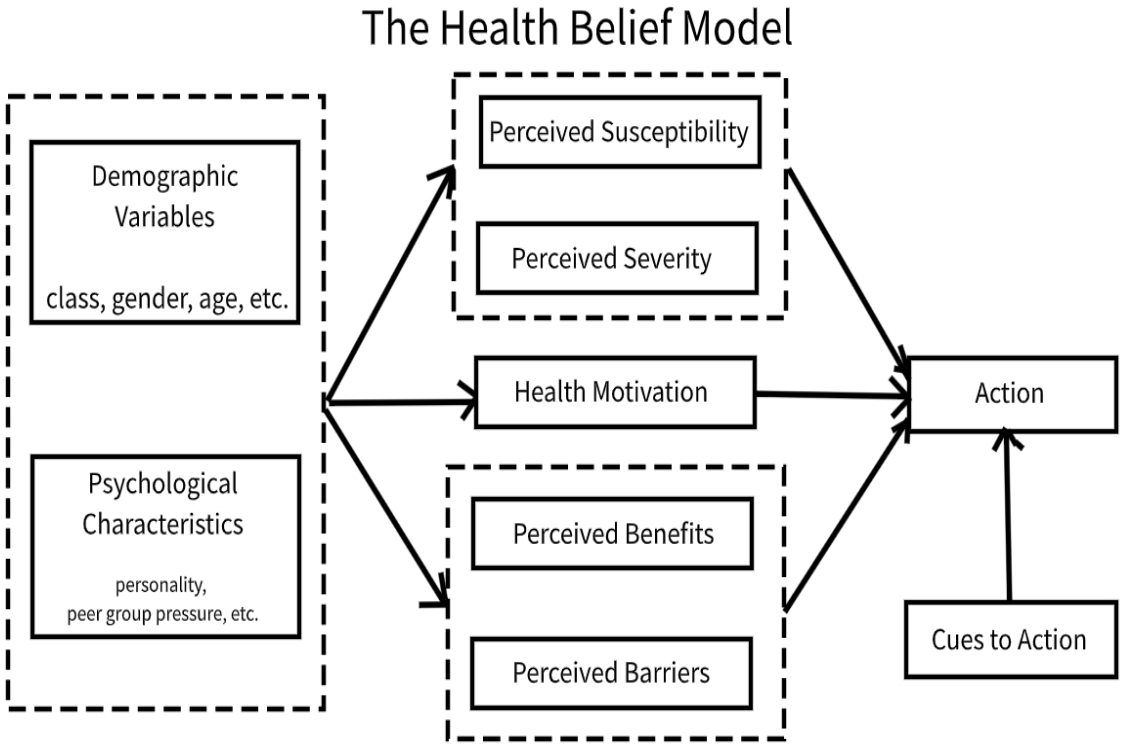
“Improved mental health”

“Higher confidence & self-esteem”

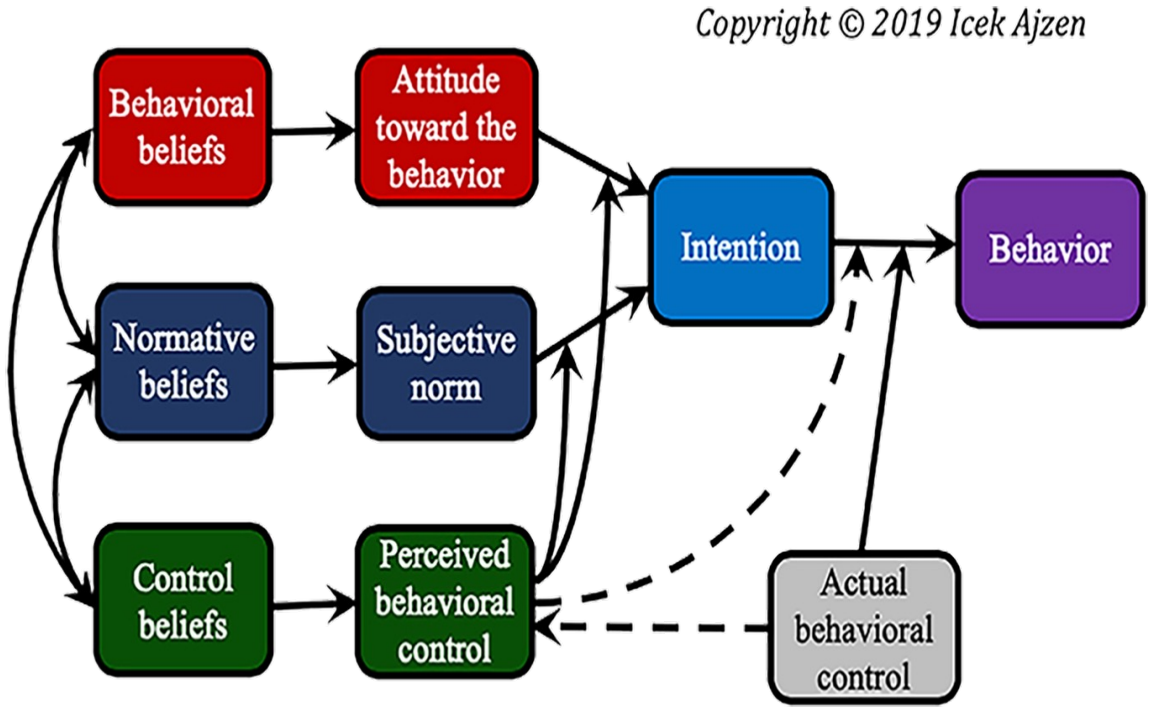
“Better emotional control & focus”

Health Behavioural Theories

1. Health Belief Model (HBM):



2. Theory of Planned Behaviour (TPB):



Solutions to Overcome Individual Challenges

Campaign: "Stand Out the Right Way – A Campaign Against Antisocial Behaviour"

- **Promote Positive Role Models:** Showcase youth ambassadors and community mentors who demonstrate respectful, responsible behaviour.
- **Skill-Building Workshops:** Offer training in communication, conflict resolution, and emotional regulation to replace aggression with understanding.
- **Peer Support Groups:** Encourage teamwork and inclusion through sports, arts, and social clubs to reduce isolation and peer pressure.
- **Awareness Campaigns:** Educate on the personal, social, and legal consequences of antisocial behaviour through school and community programmes.
- **Recognition & Rewards:** Celebrate positive actions publicly to reinforce long-term behavioural change and self-worth.

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Thank you