

Public Health and Social Care In Practice

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Table of Contents

1	Blog:1	3
1.1	Literature and statistical-based evidence for public health problems	3
1.2	Digital technology used in health promotion	3
1.3	Literature-based evidence for digital health promotion	3
1.4	Advantages and disadvantages of digital technology used in health promotion.....	4
1.5	Addressing shortfalls in health promotion	4
2	Blog:2	4
2.1	Literature and statistical evidence for public health problems	4
2.2	Designed digital technology	5
2.3	Usability of designed technology in health promotion	5
2.4	Critical evaluation of the impact of the designed technology on health promotion	5
2.5	Addressing shortfalls.....	6
3	Reference	7

List of Figures

Figure:1	Digital Health promotion for Chronic Disease and Life Management	4
Figure:2	Positive Impact of Mobile Health Apps	5
Figure:3	A Digital Solution (Life Track Health Hub)	7
Figure:4	Benefits of Digital Health Platforms	9

1 Blog:1

1.1 Literature and statistical-based evidence for public health problems

Unhealthy lifestyles cause chronic diseases, which are now one of the most critical global health problems (Al-Osimi et al.,2024). Lifestyle factors such as lack of exercise, poor diet, smoking, and alcoholism are strongly linked to conditions such as cardiovascular disease, diabetes, obesity, and hypertension, which are linked to chronic disease. The World Health Organisation estimates that every year, about 74% of people die due to non-communicable illnesses (World Health Organisation, 2024). The diseases are mostly avoidable, but still they are on the rise owing to inactive lifestyles and unhealthy health behaviours. With the progress of modernity being digital and technology-oriented, digital health promotion interventions are becoming a powerful tool that can assist people in controlling their lifestyles and minimising their risk of developing chronic disease.



Figure:1 Digital Health promotion for Chronic Disease and Life Management

1.2 Digital technology used in health promotion

Mobile health apps, i.e. mHealth apps, etc., are one of the digital technologies that are commonly used in health promotion (Deniz-Garcia et al.,2023). These are smartphone-based applications which help people to keep track and enhance their lifestyle behaviours. Numerous health apps enable users to monitor the amount of work, monitor calories, record weight variations, and get medication or workout reminders. To illustrate, step-tracking and fitness apps would motivate the users to reach daily goals in terms of activity, whereas the nutrition apps would offer nutrition information and dietary recommendations as well as healthy meal plans. Digital platforms find their way in the interventions of public health due to their ease of access to health information, and their encouragement of behaviour change by reminding, goal-setting, and feedback (Shaluhayah et al.,2025).

1.3 Literature-based evidence for digital health promotion

Research evidence indicates that mobile health technologies may have a positive effect on lifestyle behaviours and the management of chronic diseases (de Souza et al.,2024). Studies have shown that individuals utilising health-related mobile applications have a high probability of participating in physical activities and having healthier diets than those who do not (Leuzzi et al.,2026). Digital technologies can also be used to motivate self-management in people with chronic illnesses like diabetes because they aid in the monitoring of blood glucose levels, medication adherence, and lifestyle.

1.4 Advantages and disadvantages of digital technology used in health promotion

Although these strengths are present, there are no limitations regarding the effects of digital technologies in health promotion. Accessibility is one of the advantages of mobile health apps (Khamaj and Ali,2024). Due to the high prevalence of smartphones, digital health interventions can be delivered to large groups of people at a relatively low cost (Krukowski et al.,2024). They enable individuals to actively participate in their health administration and are able to provide personalised health messages immediately. However, there exist some challenges as most of the mobile health applications are not scientifically validated, and their recommendations may not necessarily be evidence-based (McCool et al.,2022). Another issue is user engagement since most people abandon the use of health apps within a very short time (Mustafa et al.,2022).

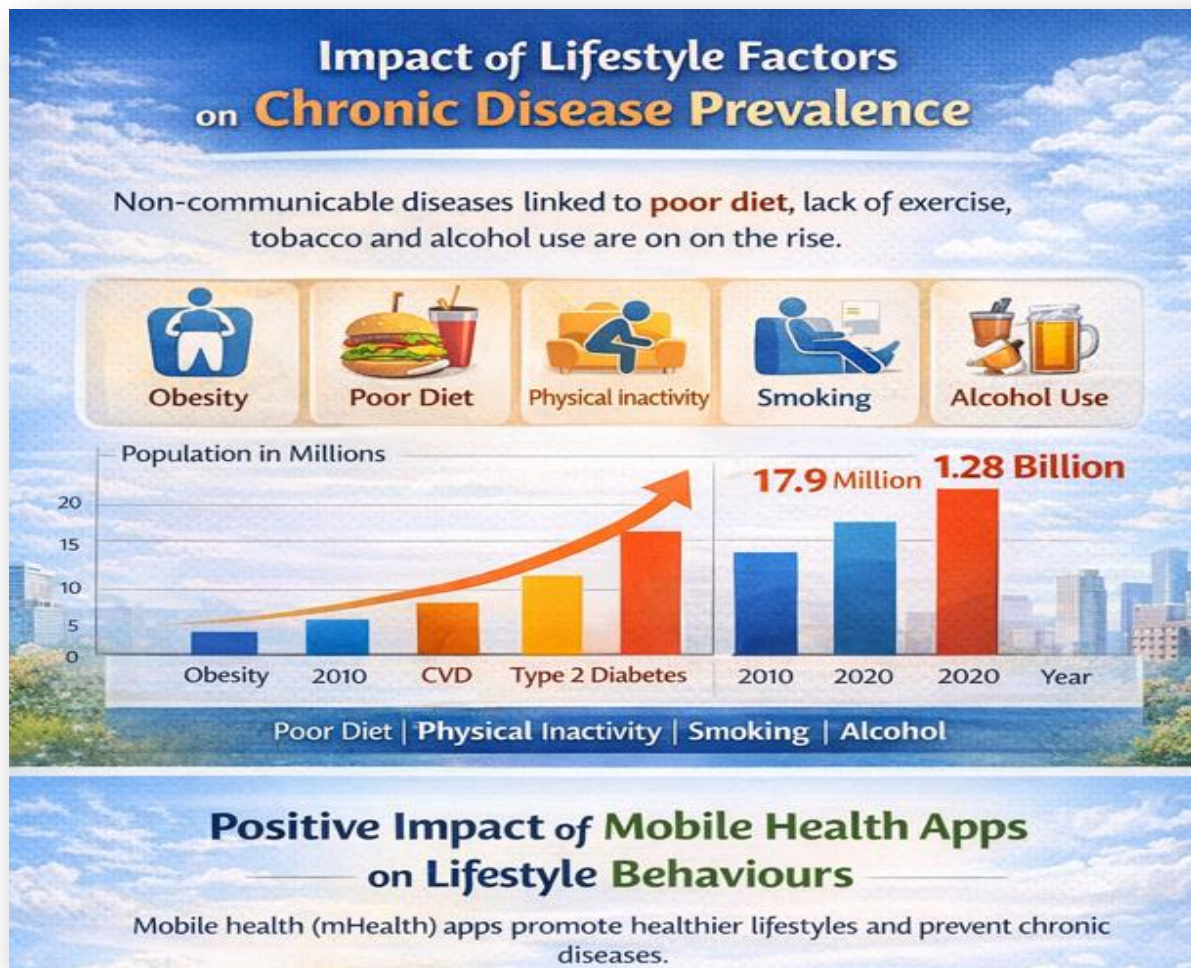


Figure:2 Positive Impact of Mobile Health Apps

1.5 Addressing shortfalls in health promotion

In order to eliminate these challenges, digital health design and policy should be improved. The developers must make sure that health applications are founded on sound scientific evidence and are tested by clinical research. Digital literacy programmes can also be achieved by public health organisations that aim to ensure that people learn how to utilise health technologies (World Health Organisation, 2021). Also, there is a need to enact more stringent laws on policies of data protection and privacy to protect the personal health data of users.

2 Blog:2

2.1 Literature and statistical evidence for public health problems

Unhealthy lifestyles are a significant issue for the world population's health. Obesity, cardiovascular disease, type 2 diabetes, and hypertension are some of the conditions that are closely linked to poor dieting, inactivity, smoking and sedentary behaviour (Sharif et al.,2023). As per the WHO, 17.9 million people have died due to various cardiovascular diseases globally (World Health Organisation, 2025). The high rate of urbanisation, the screen time, and the consumption of unhealthy food have contributed a lot to the risk of chronic illness in most populations. Since these conditions are not present at once, the necessity to promote health efficiently should be identified to promote the behavioural change and prevent the further development of the disease.

2.2 Designed digital technology

To deal with identified health challenges, a digital technology is recommended, which would be known as LifeTrack Health Hub (Avoke et al.,2024). It would be a mobile and web-based platform that is integrated with the view of promoting healthy lifestyle behaviours and also preventing chronic disease. LifeTrack Health Hub would integrate personalised health coaching, behaviour tracking, and social motivation capabilities in a single platform, unlike the other popular fitness tracking apps (Tong et al.,2022). The system would enable the users to track physical activity, dietary intake, sleep patterns and stress levels since users can do this by logging their activities daily or integrating this into their wearable devices.

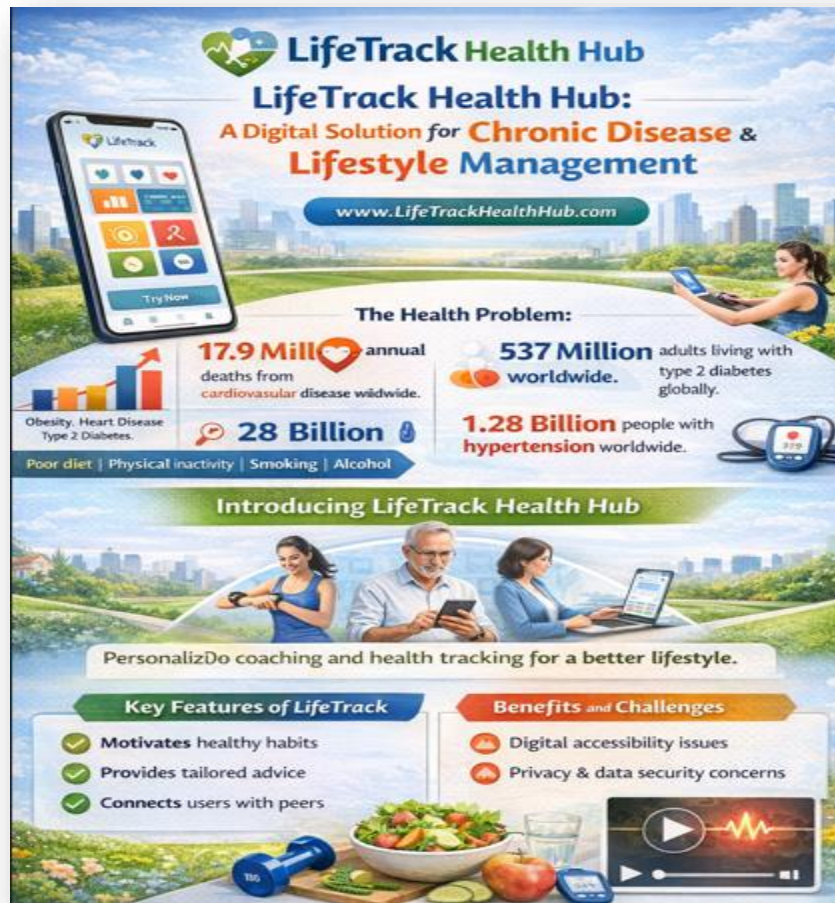


Figure:3 A Digital Solution (Life Track Health Hub)

2.3 Usability of designed technology in health promotion

The created technology may have a significant effect on matters of leading healthier lifestyles and preventing chronic diseases (Al Mahmud et al.,2026). The platform would motivate people to make healthy lifestyles by offering personalised feedback and goal-setting tools, such as routine physical exercise and proper nutrition. According to behaviour change theories, constant feedback, monitoring of goals, and social support are instrumental in increasing compliance with healthy behaviours (Peng et al.,2025). LifeTrack Health Hub would remind users and give data visualisation to see how their daily decisions impact their long-term health. This may boost motivation and awareness, which are some of the important elements of successful health promotion interventions.

2.4 Critical evaluation of the impact of the designed technology on health promotion

Although there are certain advantages, the digital technology also has a number of limitations which need to be taken into serious consideration. A key benefit of the LifeTrack Health Hub is that it provides customised advice and user interaction, which can lead to higher user engagement than the traditional health promotion tools (Lin et al.,2025). It can also enable remote monitoring by healthcare professionals, which can enhance preventative healthcare and minimise strain on the healthcare systems. However, it has drawbacks as online healthcare solutions will marginalise people without access to smartphones or stable internet availability (Freeman et al.,2022). Second, user engagement is not always that easy in the long term because many people abandon health applications as the first wave of enthusiasm wanes (Mustafa et al.,2022).

2.5 Addressing shortfalls

There are different types of improvements to overcome such difficulties. Such digital inclusion initiatives, like simplified interfaces, support in different languages, and educational campaigns, can assist people with lower levels of digital literacy to utilise the platform successfully (Bruland et al.,2025). Long-term user engagement might be enhanced by gamification effects, rewards and customised coaching messages. Additionally, robust data protection, open privacy policies, and robust encryption systems should be incorporated into the platform to guarantee user trust and privacy (Ejiofor et al., 2025).



Figure:4 Benefits of Digital Health Platforms

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