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University of Wales
Trinity Saint David

Module: Social Epidemiology and Public Health Development

Module Code: (LCHS7000)

Module Leader: Dr. Itse Olaoye

Campaign Topic: Digital Technology Consumption



Assignment-1	
Group Presentation Participants	Students Id Number
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“Screen Down, Dreams Up”

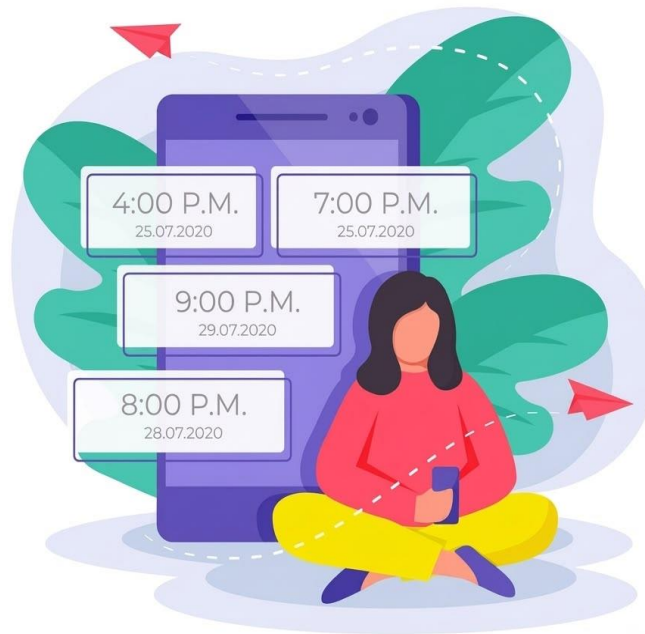
Introduction: Digital Technology Consumption

- **The Problem**: More and more young people are getting addicted to smartphones and social media.
- **Target Population**: School kids and teenagers aged 13 to 18.
- **The Intervention Structure**: A 6-to-8-week health campaign delivered through interactive weekly sessions to systematically reduce sedentary screen time.
- **Our Goal**: To empower teenagers to lead a health campaign that helps their peers bring balance back to their daily lives through structured offline activities.

Epidemiology Scale of Digital Dependency in the UK

- **Ubiquitous Device**

Ownership: Recent data indicates that 99% of UK children aged 11 to 17 now own or have consistent access to a smartphone, making exposure near-universal.



- **The Isolation Factor**:

Studies show a direct correlation between heavy use and mental distress, with over 33% of young people reporting heightened digital anxiety and fear of exclusion.

- **Surging Screen** Time: UK adolescents average 4 to 6 hours daily on social



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Consequences of Excessive Screen Consumption

- **Short-Term Consequences (Immediate Daily Life Impact):**

Acute Sleep Disturbance: Prolonged blue-light exposure before bed disrupts circadian rhythms, leading to daytime fatigue and reduced classroom focus.

Behavioural Irritability: Immediate mood shifts, spikes in daily anxiety, and a sudden drop in face-to-face peer communication.



- (Royal College of Paediatrics and Child Health, 2019; Twenge & Campbell, 2018)

Consequences of Excessive Screen Consumption

Long-Term Consequences (Future Well-being & Societal Risks):

Chronic Health Liabilities: Elevated risks of sedentary-induced adolescent obesity and persistent cardiovascular issues in early adulthood.

Cognitive & Social Impairment: Long-term reduction in attention spans, critical thinking capacity, and structural dependency on virtual validation.



(Royal College of Paediatrics and Child Health, 2019;
Twenge & Campbell, 2018)

Measurable Campaign Aims and Public Health Benefits

- **Aim 1**: Quantifiable Reduction in Screen Time
- **Target**: To reduce average daily recreational screen time among participating teenagers (13-18 years) by 20% over the 6-8 weeks.
- **Measurement**: Verified via weekly digital screen-time logs and self-reported app tracking metrics before and after the campaign.
- **Aim 2**: Boosting Physical and Social Alternative Engagement
- **Target**: To achieve at least a 40% active participation rate in structured weekly offline activities (like sports and community challenges).
- **Measurement**: Tracked through attendance sheets from partnering school clubs and completion logs of the offline challenges.

(Public Health Wales, : 2022)



Measurable Campaign Aims and Public Health Benefits

- **Aim 3**: Enhancing Subjective Well-being & Focus
- **Target**: To demonstrably improve self-reported sleep quality and classroom concentration metrics by the end of the intervention.
- **Measurement**: Measured using a simple, standardised pre- and post-campaign survey (rating scale 1-10) filled out by students and cross-checked with teacher feedback.

(Ofcom 2024; Public Health Wales 2022)



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THINK BEFORE YOU SCROLL

A public health campaign on teen digital wellbeing

Why this campaign?

- **High Screen Time:** Teens spend over 6 hours daily scrolling.
- **Mental Fatigue:** Constant notifications cause stress & anxiety.
- **Lost Connections:** Real-world interactions & physical activities are decreasing.



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Social epidemiology link



Family Environment

- Parental screen habits
- Home rules shape early digital behavior.



Peer pressure

- FOMO(fear of missing out) forces constant online connectivity.



School & culture

- Digitalized homework and lack of offline recreational spaces.

Direct Health Impacts

2x

- Higher risk of sleep deprivation and chronic stress among high-screen-time teenagers.
- **Poor Sleep:** Screen blue light blocks melatonin (sleep hormone) production.
- **Anxiety & Stress:** Instant notifications trigger continuous cortisol release.
- **Physical Strain:** Prolonged device use leads to severe eye strain and posture fatigue.



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Campaign core Aim

- *To promote a healthy and balanced digital technology lifestyle among teenagers, shifting focus from passive screen scrolling to active offline living.*

Key Focus Areas:

- Encouraging mindful technology habits.
- Promoting physical sports and outdoor activities.
- Rebuilding real-world social connections.



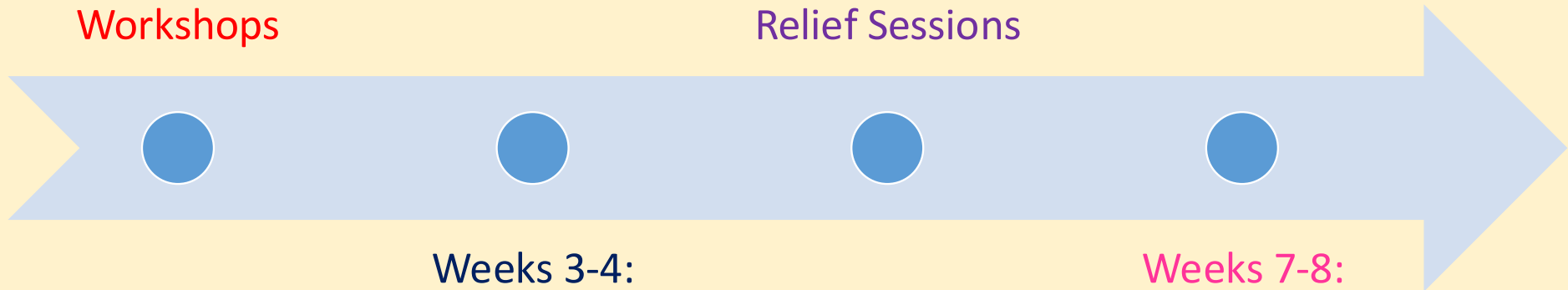
8-week Implementation plan

Weeks 1-2:
School
Awareness
Workshops

Weeks 5-6:
Stress & FOMO
Relief Sessions

Weeks 3-4:
Classroom
Screen-Time
Challenges

Weeks 7-8:
Active Sports &
Digital Detox
Weekend



The campaign poster



THINK BEFORE YOU SCROLL

- Is your phone controlling you?
- ✓ Sleep Better
- ✓ Live Healthier
- ✓ Stay Active



LESS SCREEN, MORE LIFE

- Trigger Question: "Is your phone controlling you?" forces immediate self-reflection.
- Benefit-Driven Copy: Focuses on positive health upgrades rather than just saying "don't use phones".
- Strong Slogan: "Less Screen, More Life" is highly memorable for teenagers.



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Our strategic partners

- Schools & PE Teachers: To run classroom screen challenges and provide active sports alternatives.
- Parents & Families: To set healthy digital boundaries and support screen-free weekends at home.
- NHS & WHO Experts: To provide certified wellness resources and validate campaign guidelines.



Measuring campaign success

Core metric	Before campaign	After campaign(goal)
Average screen time	6+ hours daily	Under 3 hours daily
Sleep quality	disrupted/poor sleep	8+ hours restful sleep
Physical activity	Low sedentary habits	60+ mins sports weekly



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Technology is a tool. Balance is a lifestyle.

Let's choose active living over passive scrolling.



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Task-3

Physiological Benefits of Reducing Screen Time



- **Circadian Rhythm Restoration:** Reducing blue-light exposure before bed helps teenagers fall asleep faster and improves the quality of deep sleep.
- **Physical Activity Increase:** Replacing screen-based sitting time with movement reduces sedentary-related health risks and obesity.
- **Ocular Health:** Significantly decreases daily eye strain, headaches, and fatigue caused by prolonged screen glare.

(Royal College of
Paediatrics and Child Health, 2019)



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Psychological Benefits of Reducing Screen Time

- **Anxiety and Stress Reduction:** Spending less time scrolling on social media apps directly lowers everyday anxiety, panic levels, and sudden mood swings.
- **Improving Emotional Self-Regulation:** Spending time offline gives the brain a break, which helps teenagers manage their emotions better and builds stronger self-esteem.

(Department of Health and Social Care,
2019)



Sociological Benefits of Reducing Screen Time

- **Real-World Peer Networking:** Shifting from virtual chat apps to physical spaces helps youth build stronger, genuine face-to-face friendships.
- **Developing Teamwork Skills:** Participating in group challenges teaches teenagers how to communicate, collaborate, and support each other in real life.



(Twenge and Campbell, 2018)



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Applying the Health Belief Model to Digital Addiction

- **Perceived Susceptibility Barrier:** Most teenagers do not believe that heavy smartphone usage poses any immediate risk to their physical health or grades.
- **Perceived Severity Barrier:** Young people view continuous screen scrolling as a normal lifestyle choice rather than a serious dependency or addiction issue.
- **Perceived Barriers to Action:** Teenagers face a strong psychological fear of social exclusion or missing out (FOMO) from peer updates if they go offline.



(Glanz, Rimer and Viswanath, 2023; Rosenstock, 1974)

Campaign Action & Implementation Plan

- Weeks 1–2: Engagement & Baseline Tracking

Partnering with school councils to deploy tracking apps and record baseline adolescent screen time data.

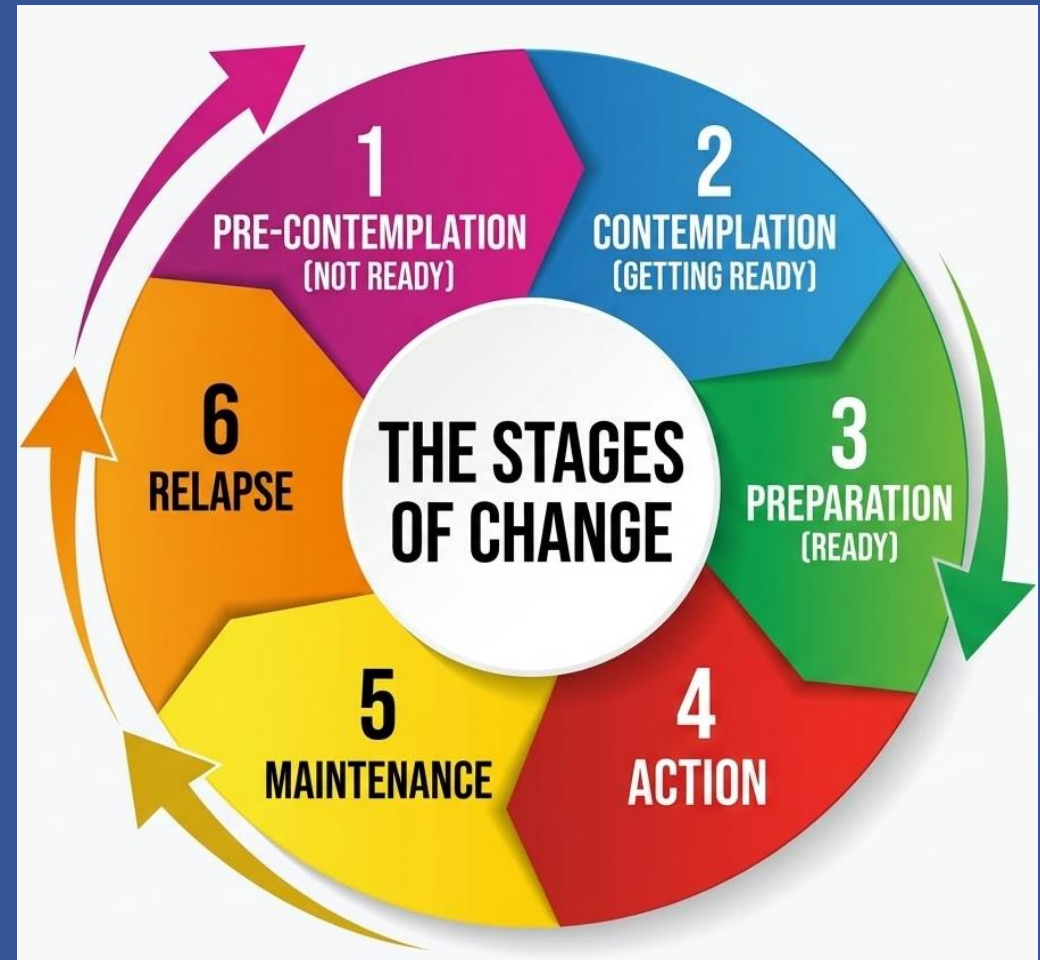
- Weeks 3–5: The "Screen Down" Core Intervention



(National Institute for Health and Care Excellence, 2022;
Public Health Wales, 2022)

Transtheoretical Model

- The Pre-contemplation Stage: Teenagers in this initial phase completely deny having a digital addiction problem and straight up refuse to change their habits.
- The Contemplation Stage: Youth begin to acknowledge that heavy screen time is damaging their sleep patterns but hesitate or struggle to take real action.
- The Relapse Challenge: High temptation to return to scrolling social media apps when feeling lonely or bored, making long-term lifestyle change difficult.



(Prochaska and Velicer, 1997; Spring et al., 2021)

Campaign Strategies to Overcome Behavioural Barriers

- **Overcoming Social Isolation:**
The "Screens Down, Dreams Up" challenge turns digital detox into a collective school goal, eliminating the psychological fear of peer exclusion (FOMO).
- **Establishing Cues to Action:**
Deploying eye-catching school-based progress trackers, physical posters, and community flyers to consistently prompt healthier offline habits.
- **Building Self-Efficacy:** Partnering with local youth sports clubs to provide instant, structured outdoor activities (like football matches), making it easier for teenagers to sustain change and avoid relapse among the masses, and continuing with the same approach should be handled appropriately.



(National Institute for Health and Care Excellence, 2022; Public Health Wales, 2022)

Conclusion

A Double-Edged Sword: Digital technology enhances connectivity and efficiency, but excessive consumption impacts mental and physical well-being.

Mindful Consumption: The focus must shift from restriction to purposeful usage, balancing screen time with real-world engagement.

The Way Forward: Achieving a healthy digital balance (Digital Detox) is essential to harness the benefits of technology without compromising health.

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Thank You!