



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Population Health and Digital Health Promotion

Assessment 1 – Blogs And Posture

Programme: MSc Public Health and Social Care in Practice

Module name: population health and digital health promotion

Module code: LCHS7007

Student name: Riya Priteshbhai Patel

Student ID: 2408342

Lecturer: Dr Ping Wu

BLOG A:

**Revolutionising Sleep Health: How the SlumberSync App is
Transforming Sleep Disorder Management**



(Sri Ramakrishna Hospital, 2023)

The Growing Concern of Sleep Disorders

- Sleep disorders, including insomnia, sleep apnea, and restless leg syndrome, affect millions globally (Streatfeild et al, 2021).
- The Centers for Disease Control and Prevention (CDC) states that 1 in 3 adults do not get enough sleep, increasing risks of obesity, diabetes, heart disease, and mental health issues (Grandner et al, 2019).
- Poor sleep is linked to reduced productivity, increased healthcare costs, and impaired cognitive function, making it a pressing public health issue (Bragazzi and Garbarino, 2019).

Digital Technology in Sleep Health Promotion: The SlumberSync App

SlumberSync is an innovative digital health intervention designed to help individuals manage and improve their sleep patterns.

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- **AI-driven Sleep Tracking:** Uses wearable integration and smartphone sensors to analyse sleep cycles (Liang et al, 2024).
- **Personalised Sleep Coaching:** This delivers evidence-based recommendations tailored to individual sleep patterns (Robbins et al, 2022).
- **Cognitive Behavioural Therapy for Insomnia (CBT-I):** Integrates guided CBT-I sessions to address behavioural and cognitive aspects of sleep disorders (Bakker et al, 2016).
- **Smart Alarm System:** Wakes users at the optimal sleep phase for improved alertness (Liang et al, 2024).
- **Community & Support Groups:** Offers forums and expert-led webinars to encourage peer support (Liang et al, 2024).

Evidence Supporting SlumberSync's Impact

- Studies show that CBT-I delivered digitally can improve sleep quality significantly, reducing insomnia symptoms in 70-80% of users (Walker et al., 2022).
- Wearable sleep tracking has been found to increase sleep awareness and encourage better sleep hygiene (Robbins et al, 2022).
- A meta-analysis of sleep apps reported that digital interventions improved total sleep time by 30-45 minutes per night on average (Robbins et al, 2022).

Critical Evaluation of SlumberSync



Advantages:

- **Accessibility:** Available to a global audience, removing barriers like cost and location (Bakker et al, 2016).
- **Personalisation:** Tailored insights based on individual data enhance effectiveness (Liang et al, 2024).
- **Data-Driven Insights:** Provides real-time feedback for users to adjust habits accordingly (Bakker et al, 2016).

Shortfalls:

- **Reliability of Wearable Data:** Variability in sensor accuracy can lead to inconsistencies (Bakker et al, 2016).
- **User Compliance:** Success depends on user engagement, which can decline over time (Liang et al, 2024).
- **Privacy Concerns:** Storing sensitive health data poses security risks (Bakker et al, 2016).

Addressing the Shortfalls

- **Enhanced Sensor Accuracy:** Collaboration with advanced biometric technology companies to improve data precision (Bakker et al, 2016).
- **Gamification & Rewards:** Encouraging long-term user engagement through motivation techniques (Liang et al, 2024).
- **Stronger Data Security Measures:** Implementing blockchain or end-to-end encryption to safeguard user data (Bakker et al, 2016).

Conclusion

SlumberSync represents a powerful digital tool for sleep health promotion. While challenges exist, advancements in technology and user engagement strategies can further enhance its impact in combating sleep disorders globally.

BLOG B

Obesity in the UK: Can NutriTrack AI Revolutionize Health Promotion?

The Rising Obesity Crisis in the UK

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- Obesity is a significant public health concern in the UK, affecting nearly 28% to 29% of adults and contributing to severe health conditions such as heart disease, type 2 diabetes, and stroke (NHS England, 2022).

(Optimum Endocrine Care, 2025)

- Childhood obesity is also on the rise, with 1 in 5 children aged 10-11 classified as obese (NHS, 2023).
- The economic burden of obesity on the NHS is estimated at £6.5 billion annually, intervening as a national priority (Ansari et al, 2024).

Introducing NutriTrack AI: A Smart Digital Health Intervention

NutriTrack AI is an innovative digital solution that is newly designed to combat obesity through AI-driven nutritional tracking and personalised coaching.

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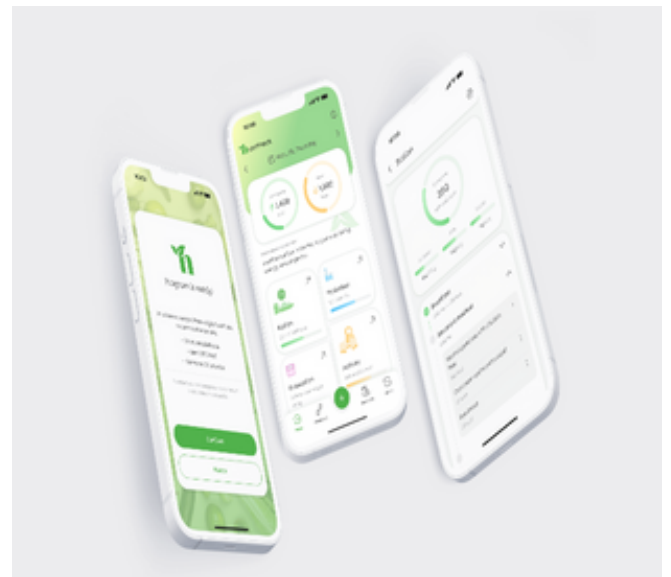


- **AI-powered food Recognition:** Uses image-based AI to analyse meals and provide real-time nutritional breakdowns (Eyles et al, 2016).

- **Personalised Meal Planning:** Tailors meal recommendations based on dietary needs, goals, and preferences (Nadeem et al, 2023).
- **Behavioral Nudges and Gamification:** Encourages healthy eating habits through rewards, challenges, and progress tracking (Nadeem et al, 2023).
- **Integrated Physical Activity Monitoring:** Syncs with wearables to promote an active lifestyle (Nadeem et al, 2023).
- **Community Support and Coaching:** Offers expert guidance, social challenges, and peer support groups (Eyles et al, 2016).

How NutriTrack AI Supports Health Promotion

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- **Encourages Healthy Eating Habits:** Provides users with real-time dietary feedback to make informed choices (Nadeem et al, 2023).
- **Promotes Sustainable Weight Management:** Personalised recommendations ensure long-term adherence rather than short-term dieting (Eyles et al, 2016).
- **Increases Awareness and Education:** Uses AI insights to educate users on portion control and balanced nutrition (Eyles et al, 2016).
- **Integrates Physical and Mental Well-being:** Connects users with fitness plans and mindfulness strategies for holistic health (Eyles et al, 2016).

Advantages:

- **Highly Personalised:** AI adapts to user preferences and dietary history for better adherence (Nadeem et al, 2023).
- **Convenience & Accessibility:** Simplifies nutritional tracking with image-based recognition, making it user-friendly (Eyles et al, 2016).
- **Engagement-Driven Approach:** Gamification and social features enhance long-term participation (Nadeem et al, 2023).

Shortfalls:

- **Data Accuracy Limitations:** AI-based food recognition may struggle with mixed dishes or portion estimation (Eyles et al, 2016).
- **User Motivation Fluctuations:** Initial enthusiasm may wane without sustained engagement strategies (Eyles et al, 2016).
- **Privacy & Data Security Concerns:** Handling sensitive health data requires robust security measures (Nadeem et al, 2023).

Addressing These Shortfalls

- **Enhanced AI Training:** Continuous improvements in food recognition through deep learning models (Eyles et al, 2016).
- **Behavioral Reinforcement:** Implementing adaptive reminders and AI-driven motivational prompts to sustain engagement (Eyles et al, 2016).
- **Advanced Data Encryption:** Strengthening cybersecurity measures to protect user information (Nadeem et al, 2023).

Conclusion

NutriTrack AI presents a cutting-edge approach to tackling obesity in the UK by leveraging AI for personalized nutrition and behavioural change. While challenges exist, ongoing improvements in AI accuracy, engagement strategies, and data security will enhance its effectiveness, making it a powerful tool in digital health promotion.

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POSTURE

SlumberSync: The Future of Sleep Health – AI, Science, and Behavior Change for Better Rest

1. BACKGROUND

Scale of the Public Health Problem

Sleep disorders, such as insomnia, sleep apnea, and restless leg syndrome, affect millions of individuals worldwide, contributing to severe health risks like obesity, diabetes, cardiovascular diseases, and mental health disorders (Benca and Reynolds, 2025). Poor sleep is linked to increased stress, impaired cognitive function, and reduced quality of life. According to the Centers for Disease Control and Prevention (CDC), one in three adults do not get sufficient sleep, leading to a global health crisis that affects work productivity, economic costs, and overall well-being (Hafner et al., 2017). The consequences of chronic sleep deprivation extend beyond individual health, placing a burden on healthcare systems and increasing the risk of accidents and workplace errors (Hafner et al., 2017).

Public Health Interventions

To combat sleep disorders, various public health interventions have been implemented:

- ❖ **Non-Digital Interventions:** Traditional approaches include Cognitive Behavioural Therapy for Insomnia (CBT-I), which helps modify negative sleep-related thoughts and behaviours. Other methods involve sleep clinics, where medical professionals assess and treat sleep disorders, and pharmacological treatments, such as sleep-inducing medications prescribed for short-term relief (Koffel et al., 2018).
- ❖ **Digital Interventions:** Advancements in technology have led to digital solutions, such as wearable sleep trackers, mobile applications that offer sleep monitoring and personalised recommendations, and AI-driven sleep coaching to improve sleep hygiene and overall sleep quality (Zhang et al., 2023).

Chosen Digital Health Intervention: SlumberSync

SlumberSync is an innovative digital sleep health intervention designed to enhance sleep patterns through technology-driven strategies:

- **AI-Driven Sleep Tracking:** Utilises wearables and smartphone sensors to analyse sleep cycles and provide data-driven insights (Şener et al., 2022).
- **CBT-I Integration:** This offers guided therapy sessions to address behavioral and cognitive aspects of sleep disorders (Rosa et al., 2018).
- **Smart Alarm System:** Wakes users at the optimal sleep phase to improve alertness and reduce grogginess (Şener et al., 2022).
- **Community Support:** Provides peer support forums and expert-led webinars to encourage long-term behavioural change (Rosa et al., 2018).

By combining scientific evidence with digital convenience, SlumberSync aims to make sleep health interventions more accessible and effective for a global audience.



(Source: Samsung Newsroom, 2021)



(Source: Cristina Mutchler, 2023)

3. BEHAVIOUR CHANGE THEORY

The Transtheoretical Model (TTM): The Transtheoretical Model (TTM), also known as the Stages of Change Model, is a widely used behavioural change theory that explains how individuals progress through different stages when adopting healthier behaviours (Knowlden, 2019). This model is particularly relevant to digital health interventions, such as the SlumberSync app, which helps users improve their sleep habits through technology-driven strategies.

- **Precontemplation (Not Ready):** Individuals are not yet considering improving their sleep habits and may be unaware of the negative effects of poor sleep. SlumberSync can address this stage by providing educational content on sleep health and using AI-driven data to highlight personal sleep issues (Islam et al., 2025).
- **Contemplation (Getting Ready):** Users begin to recognise the importance of sleep and consider making changes but may feel uncertain or hesitant. The app can offer motivational prompts, success stories, and personalised insights to encourage users to act (Hui and Grandner, 2015).
- **Preparation (Ready to Change):** At this stage, individuals intend to act soon and start making small adjustments, such as setting a bedtime routine. SlumberSync can assist by providing personalised sleep plans, reminders, and access to guided CBT-I sessions (Islam et al., 2025).
- **Action (Making Changes):** Users actively engage in behaviour change, such as following recommended sleep schedules or using relaxation techniques. The app tracks progress in real time, provides positive reinforcement, and adjusts recommendations based on sleep patterns (Younis and Taher, 2023).
- **Maintenance (Sustaining the Change):** Individuals continue practicing healthy sleep habits and work to prevent relapse into old patterns. SlumberSync supports this stage through gamification, community support, and ongoing AI-driven feedback to maintain motivation (Hui and Grandner, 2015).
- By aligning with the Transtheoretical Model, SlumberSync effectively supports users in progressing through these stages, ultimately leading to long-term improvements in sleep health.

4. EXPECTED OUTCOME OF TTM

By integrating the Transtheoretical Model (TTM) into the SlumberSync app, the intervention is expected to drive sustained behavioural changes in sleep health. Users will gradually transition from a lack of awareness about their sleep issues (precontemplation) to actively modifying their sleep habits (action) and maintaining long-term improvements (maintenance) (Islam et al., 2025). This structured approach ensures that individuals engage with the app at different stages of readiness, increasing the likelihood of adherence to sleep recommendations (Knowlden, 2019). One key expected outcome is an increase in sleep awareness and self-efficacy as users receive personalised data-driven insights and educational resources. Over time, behavioural modifications such as maintaining a consistent sleep schedule, improving sleep hygiene, and reducing stimulants before bedtime will become routine (Knowlden, 2019). The digital coaching and CBT-I integration will contribute to a reduction in sleep disorders, particularly insomnia, by addressing cognitive and behavioural patterns associated with poor sleep (Hui and Grandner, 2015). Another critical outcome is higher engagement and retention, as SlumberSync uses gamification, peer support, and AI-driven adjustments to keep users motivated (Knowlden, 2019). Additionally, improved sleep patterns may lead to better mental and physical health, enhancing cognitive function, mood stability, and overall well-being. By leveraging TTM, SlumberSync can facilitate sustainable behavioural change, making sleep health accessible and achievable on a global scale (Islam et al., 2025).

6. REFERENCE LIST

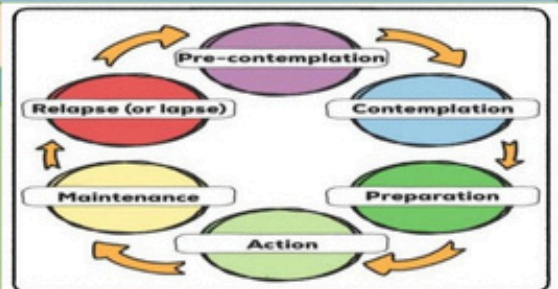
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2. HEALTH PROMOTION VALUES AND PRINCIPLES

- ❑ **Empowerment:** Encourages individuals to take control of their health through knowledge, tools, and resources (Lee, 2015).
- ❑ **Equity:** Ensures all individuals, regardless of socioeconomic status, have access to sleep health interventions (O'Hara et al., 2015).
- ❑ **Participation:** Engages users in decision-making regarding their sleep health and habits (Lee, 2015).
- ❑ **Holistic Approach:** Addresses not only biological factors but also behavioural, psychological, and social determinants of sleep (Lee, 2015).
- ❑ **Evidence-Based Practice:** Uses scientific research to inform interventions and recommendations (O'Hara et al., 2015).
- ❑ **Sustainability:** Develop long-term strategies to maintain and improve sleep health outcomes (O'Hara et al., 2015).

Alignment of SlumberSync with Health Promotion Values and Principles

- **Empowerment:** Provides personalised sleep insights, enabling users to make informed health decisions. Integrates CBT-I to equip individuals with strategies to manage sleep disorders independently (Espie, 2022).
- **Equity:** Offers a cost-effective, globally accessible solution via a mobile app. Reducing barriers to specialist care, benefiting underserved populations (Garbers et al., 2024).
- **Participation:** Engages users through interactive features like community forums and expert-led webinars. Uses gamification and rewards to sustain user engagement (Richardson et al., 2022).
- **Holistic Approach:** Addresses behavioural, cognitive, and physiological aspects of sleep health. Promotes overall well-being by linking sleep health to lifestyle factors like stress management and exercise (Garbers et al., 2024).
- **Evidence-Based Practice:** Implements scientifically validated approaches, such as AI-driven sleep tracking and CBT-I. Uses research-backed methodologies to improve sleep quality and duration (Espie, 2022).
- **Sustainability:** Encourages long-term behavioural change through data-driven feedback and personalised coaching. Enhances user retention with continuous improvements, advanced security, and community engagement (Garbers et al., 2024).



(Source: Practical Psychology, 2023)

5. CONCLUSION

The integration of digital health interventions like SlumberSync has significant implications for policy, education, and research in sleep health. From a policy perspective, the success of such interventions can drive the adoption of digital health strategies in public healthcare systems, leading to increased investment in telemedicine, digital therapeutics, and AI-driven health monitoring. Policymakers may implement regulations for data privacy, security, and standardisation to ensure the ethical use of health technology.

In education, SlumberSync can serve as a tool for raising awareness about sleep disorders and their impact on physical and mental health. Healthcare providers can integrate digital solutions into sleep health education, encouraging patients to use evidence-based apps as part of their treatment plans. Additionally, digital interventions can be introduced in workplace wellness programs and school curriculums to promote lifelong sleep hygiene habits.

From a research standpoint, SlumberSync provides real-time, large-scale sleep data that can help researchers analyse trends, evaluate the effectiveness of digital CBT-I, and refine AI-driven interventions. This data-driven approach can contribute to advancements in behavioural science, precision medicine, and wearable technology. Future research can explore ways to enhance engagement, improve sensor accuracy, and develop personalised treatment models for diverse populations. Ultimately, SlumberSync demonstrates how technology-driven health interventions can revolutionise sleep disorder management, promoting long-term health improvements at both individual and societal levels.

