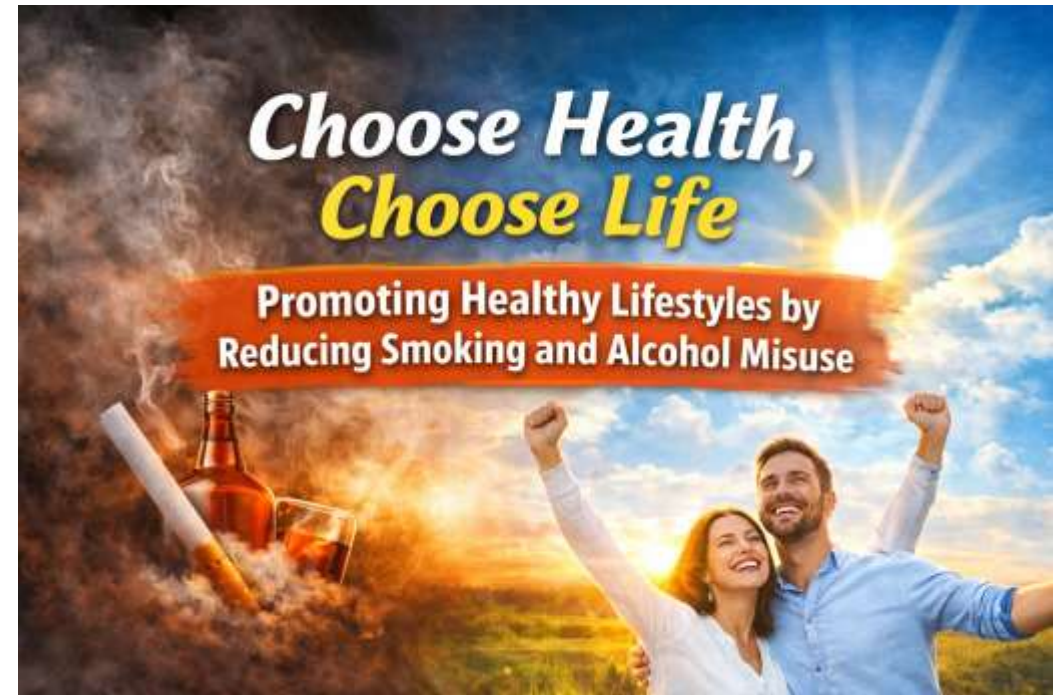




Module: Social Epidemiology and Public Health Development

Module Code: LCHS7000

Lecturer : Brian mashumba

Campaign name: Choose Health, Choose Life

Campaign purpose: Promoting Healthy Lifestyles by Reducing Smoking and Alcohol Misuse

Assignment Title: Smoking and alcohol consumption

Target : socio economic group(Age : 25 to 35)

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Student numbers: 2520168 | 2506176| 2503810

Introduction

- Alcohol consumption it leads to severe health complications and fatalities and societal damage. There were 10,473 alcohol-specific deaths in the UK in 2023. (Office for National Statistics, 2025).
- The UK experiences annual alcohol-related harm costs which total approximately £21 billion because of expenses related to healthcare and criminal activities and decreased work efficiency (UK Government, 2015).
- People with lower socioeconomic status show a higher tendency to smoke than people from other social classes. In England, 23.8% of adults smoke in the most deprived communities in comparison with a mere 6.8% in the least deprived locations. It higher in 25 to 35 age group (Office for National Statistics, 2024).

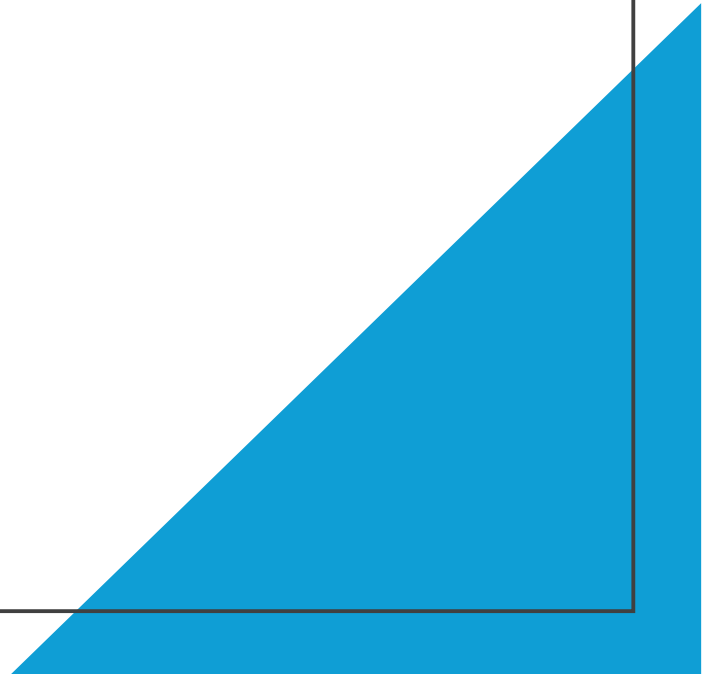
Lifestyle and environmental factors in socio economic group

Lifestyle Factors

- Higher rates of smoking and alcohol consumption.
- Unhealthy diets due to limited income.
- Lower physical activity levels.
- Stress and mental health issues. (*Angus et al., 2020*)

Environmental Factors

- Poor housing
- Limited access to healthcare services.
- Greater exposure to alcohol and smoking. (*Angus et al., 2020*)



Smoking percentage in socio economic group

- 21% of adults in the most deprived areas smoke.
- 9% of adults in the least deprived areas smoke.

Alcohol percentages in socio economic group

- 32% of men drink alcohol
- 15% of women drink alcohol

E-cigarette use

- 9% of adult use this in 2022 that increase 5% in 2021.
- In 2022, 12% of children aged 8-12 used e-cigarettes (NHS Confederation, 2024)



Short term consequences of smoking

Irritates airways-
coughing &
increased mucus

Breathing difficulties-
shortness of breath &
faster breathing

Leads to headaches,
dizziness



Long term consequences of smoking

Dementia – Alzheimer's
disease & Vascular
dementia

Joint damage –
Rheumatoid arthritis &
Back pain & Shoulder
tears & Osteoporosis

Heart disease
Stroke

Long term consequences of smoking

- smoking is the leading cause of lung cancer and that also contributes to many other cancer like mouth, throat, bladder, pancreas.
- Long term smoking increases the risk of type-2 diabetes.
- It may cause fertility problems and pregnancy complication.
- It can lead to reduced lung function and long-term breathing difficulties. (Department of Health and Social Care, 2023)



Smoking effect during pregnancy

- Miscarriage
- Premature birth
- Neonatal complications
- Low birth weight
- Sudden infant death syndrome
- In 2023 to 2024 smoking rate of pregnant woman is 7.4% and 40,000 babies are born each year. (Department of Health and Social Care, 2023)



Short term consequences of alcohol



- Accidents and injuries - it happen slips, falls and any minor injuries.
- Violence and risky behaviour – being violent or becoming a victim of violence.
- Alcohol poisoning – vomiting, blackout, unconsciousness
- it also impact on coordination and reaction like slurred speech, poor balance, slower reactions that increase risk of accident.

Long term consequences of alcohol



- Higher risk of heart disease, stroke & high blood pressure.
- Liver diseases such as cirrhosis and liver cancer.
- Brain damage, dementia and memory problems.
- Increased risk of cancers like mouth, head, neck, breast, bowel.
- Mental health issues like depression, anxiety, sleep problems.

Alcohol also effect in social and life impact



- Family break & relationship issue
- Work and financial struggles
- homelessness

Aims

Aim	How it can be measured	benefits
Reduce smoking among pregnant women by identifying smokers during pregnancy and referring them to specialist stop-smoking services.	• Carbon monoxide (CO) monitoring at antenatal appointments to detect smoking. • Smoking status at time of delivery recorded in maternity services. • Number of pregnant women referred to stop-smoking services.	• Reduced risk of miscarriage and stillbirth. • Lower risk of premature birth and low birth weight. • Reduced chance of sudden infant death syndrome (SIDS). • Improved health outcomes for both mother and baby.

Source: Department of Health and Social Care, 2023.

Aims

Aim	How it can be measured	Benefits
Reduce smoking rates in adult (socio economic group)	Monitor smoking through Uk health surveys. Count how much people stop smoking by using stop smoking services.	Reduces risk of disease like lung cancer heart disease COPD

(Source: NHS, 2024)

Aims

Aim	How it can be measured	benefits
Decreased harmful alcohol consumption in adult through education and support programs,	• Use national alcohol consumption statistics. • Monitor hospital admission sources. • Using the screening test • Counselling with Cognitive behavioural therapy	• Reduces risk of liver disease. • Help to mental health problems.

(Source: NHS, 2023)

Types of Evaluation Used in the Campaign ...

Process Evaluation



- Examines how the campaign activities were implemented.
- Assesses whether awareness workshops, peer discussions, and stress-management sessions were delivered as planned.
- Monitors participant engagement, attendance levels, and distribution of educational materials.
- Ensures the campaign reached the target group (individuals from lower socioeconomic communities).

Impact Evaluation



- Measures the short-term changes in knowledge, attitudes, and behaviour.
- Evaluates whether participants improved awareness of health risks associated with smoking and alcohol misuse.
- Assesses changes in attitudes towards quitting smoking and reducing alcohol consumption.

Outcome Evaluation



- Focuses on long-term results of the campaign.
- Examines reduction in smoking and alcohol consumption rates among participants.
- Determines whether participants maintain healthier lifestyles over time.
- Evaluates broader health improvements and reduced health risks.

Measuring Achievement of Campaign Aims

- The campaign's success can be evaluated through various methods.
- Surveys and questionnaires assess changes in awareness, knowledge, and attitudes regarding smoking and alcohol misuse before and after the campaign.
- Comparing responses helps to determine the effectiveness of educational workshops on understanding health risks.
- Behavioral monitoring tracks changes in smoking frequency, alcohol consumption, and participation in support groups or cessation programs.
- Attendance records from workshops and peer discussions gauge community involvement.
- Feedback forms measure participants' satisfaction and comprehension of the campaign messages.
- Health and community indicators, like local health statistics and healthcare provider reports, reflect broader behavioral changes.

**Breathe Easy,
Live Healthy!**

Break Free from Smoking & Alcohol

Join Our Free Activities!

- Awareness Workshops
- Peer Support Groups
- Stress Management Sessions
- Quit Smoking & Alcohol Counseling

Improve Your Life!

- Quit Smoking & Cut Down Drinking
- Boost Your Health & Energy
- Gain Control Over Your Habits
- Build a Better Future

**TAKE THE FIRST STEP
TO A HEALTHIER YOU!**

For More Info, Visit:
www.healthycampaign.org

Call Us: 123-456-7890

Poster Presentation

National Partner Organisations

Action on Smoking and Health (ASH)

- **Aim:** To reduce tobacco use and create a smokefree generation by encouraging people to quit smoking and supporting stronger tobacco control policies.

Drinkaware

- **Aim:** To reduce alcohol-related harm by educating the public about responsible drinking and helping individuals understand and manage their alcohol consumption.

Smokefree Action Coalition

- **Aim:** To support a smokefree UK by bringing together organisations that advocate policies and initiatives to reduce smoking and improve public health.

Public Health England – “One You” Campaign

- **Aim:** To encourage healthier lifestyles by promoting smoking cessation, reducing alcohol intake, improving diet, and increasing physical activity.

Local Partner Organisations

NHS Trusts and GP Practices

Aim: Provide stop-smoking services, alcohol reduction support, and health advice to help individuals improve their wellbeing.

Local Councils / Public Health Departments

Aim: Organise community health campaigns, awareness events, and prevention programmes to reduce smoking and alcohol misuse.

Community Health Centres and Charities

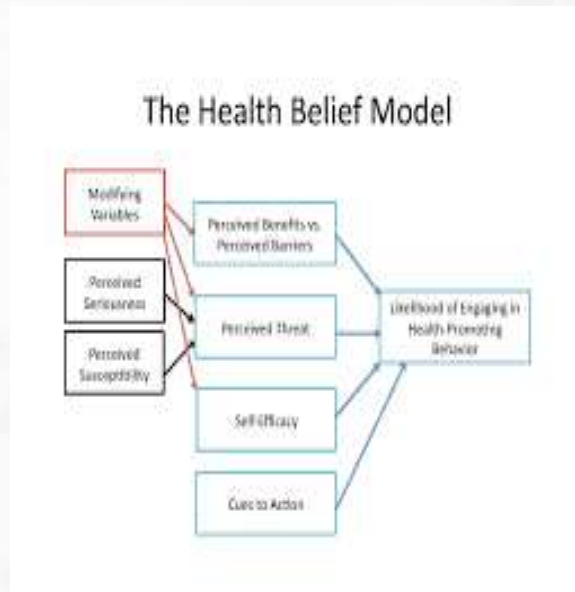
Aim: Deliver educational workshops, counselling services, and peer-support groups that encourage behaviour change and healthier lifestyle choices.

Resources Used in Campaigns (Replicable for This Campaign)

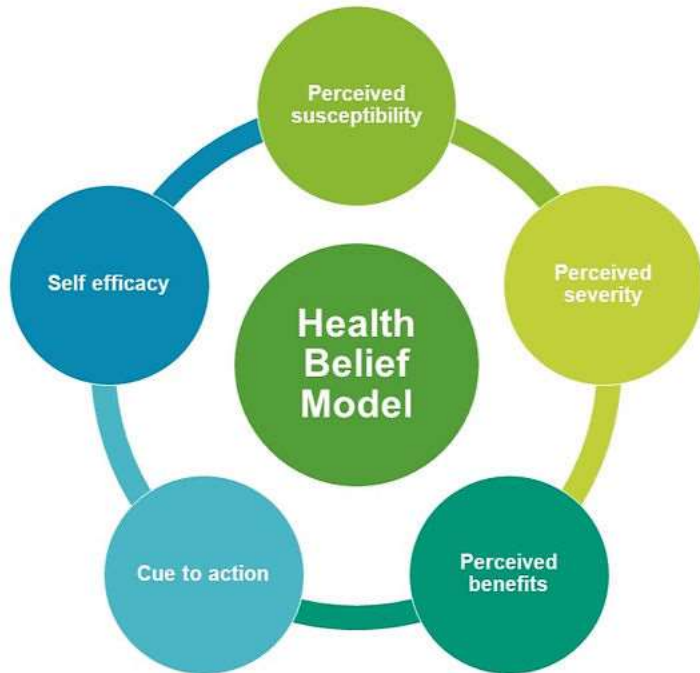
- National health campaign resources can support smoking and alcohol awareness efforts.
- Utilization of posters, leaflets, and digital infographics to educate on health hazards.
- Online campaigns and social media increase distribution speed and target younger demographics.
- Community seminars and workshops promote discussion and behavior change.
- Support services, including counselling, helplines, and peer-support groups, assist individuals in quitting smoking or reducing alcohol use.
- Mobile health applications, like Drinkaware, help track drinking patterns and set health goals.
- Resources can be localized to improve awareness, provide guidance, and promote healthier lifestyles.

Behavioural Theories

- Health Belief Model is used to explain the perceived risks and benefits of smoking and alcohol (Bateman et al. 2022).
- Used on awareness works to demonstrate personal health hazards and worth of change.
- Theory of Planned Behaviour observes the attitudes, social norms, as well as the behavioural intentions.
- Strengthened with peer discussion sessions to affect decision-making and social forces.
- Trans theoretical Model provides behaviour change stages (pre-contemplation -maintenance) stages.
- Implemented in behaviour change support and stress management workshops to direct the participants.

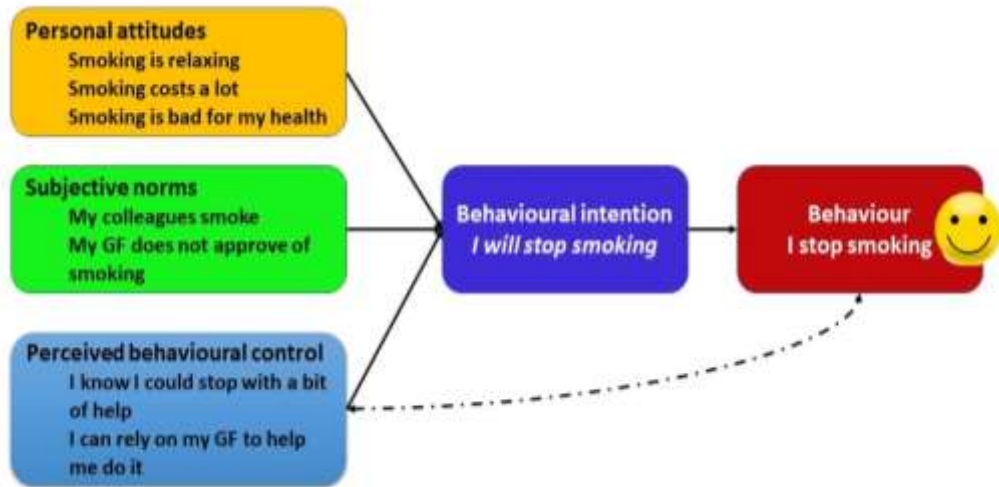


Health Belief Model



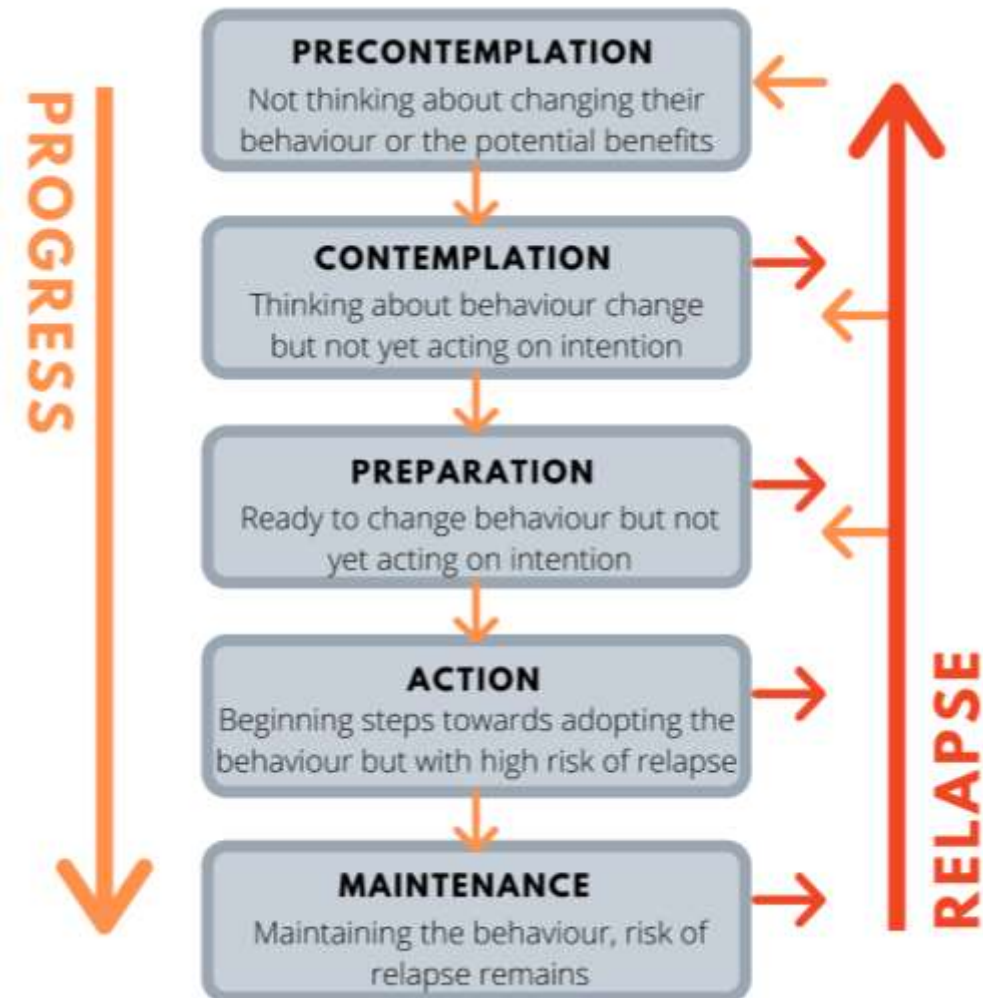
- Explains behaviour based on **perceived health risks**
- Focuses on **benefits of behaviour change**
- Individuals act when they believe risks are serious
- Awareness increases motivation to quit smoking
- Education highlights dangers of alcohol misuse (Alyafei and Easton-Carr, 2024).
- Campaign workshops increase health awareness
- Helps individuals recognise personal health risks

Theory of Planned Behaviour



- Behaviour influenced by **attitudes and beliefs**
- Social pressure affects decision making
- Peer influence encourages smoking or drinking
- Perceived control affects ability to change behaviour
- Campaign promotes positive attitudes to health
- Peer discussions challenge unhealthy norms
- Encourages responsible lifestyle choices (Machaka-Mare et al., 2023).

Behavioural Theories Explaining Behaviour Change



- Explains **stages of behaviour change**
- **Pre-contemplation**: no intention to change
- **Contemplation**: thinking about change
- **Preparation**: planning healthier behaviours
- **Action**: reducing smoking or alcohol use
- **Maintenance**: sustaining healthy lifestyle (Park and Song, 2024)
- Campaign supports individuals at each stage

Benefits of Behaviour Change

Physiological Benefits

- Reduced risk of cardiovascular diseases and cancer
- Improved immune system functioning
- Reduced stress and anxiety
- Increased energy levels and physical fitness

Psychological Benefits

- Improved mental wellbeing and emotional stability
- Better sleep quality
- Stronger social relationships and support networks
- Increased self-confidence and motivation

Sociological Benefits

- Increased productivity in education and work
- Reduced financial spending on tobacco and

Campaign Solutions to Overcome Challenges



- Peer pressure from friends and social groups
- Stress and emotional coping behaviours
- Lack of awareness about health risks
- Addiction and dependence on substances
- Campaign offers **stress management sessions**
- Peer support groups encourage behaviour change
- Education improves understanding of risks (Mabhala et al., 2025)
- Support services help individuals quit successfully

Conclusion

- The campaign highlights the severe health and social impacts of smoking and alcohol abuse, particularly among lower socioeconomic groups.
- It aims to promote positive behaviour change using behavioural theories such as the Health Belief Model, Theory of Planned Behaviour, and Transtheoretical Model.
- Key initiatives include raising awareness, conducting educational workshops, and fostering peer support and community engagement.
- Collaboration with both international and national organisations enhances the campaign's effectiveness.
- The overarching goals are prevention, education, and support to reduce harmful behaviours and promote long-term health and well-being in the community.

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- Thank you
- Any Questions?

