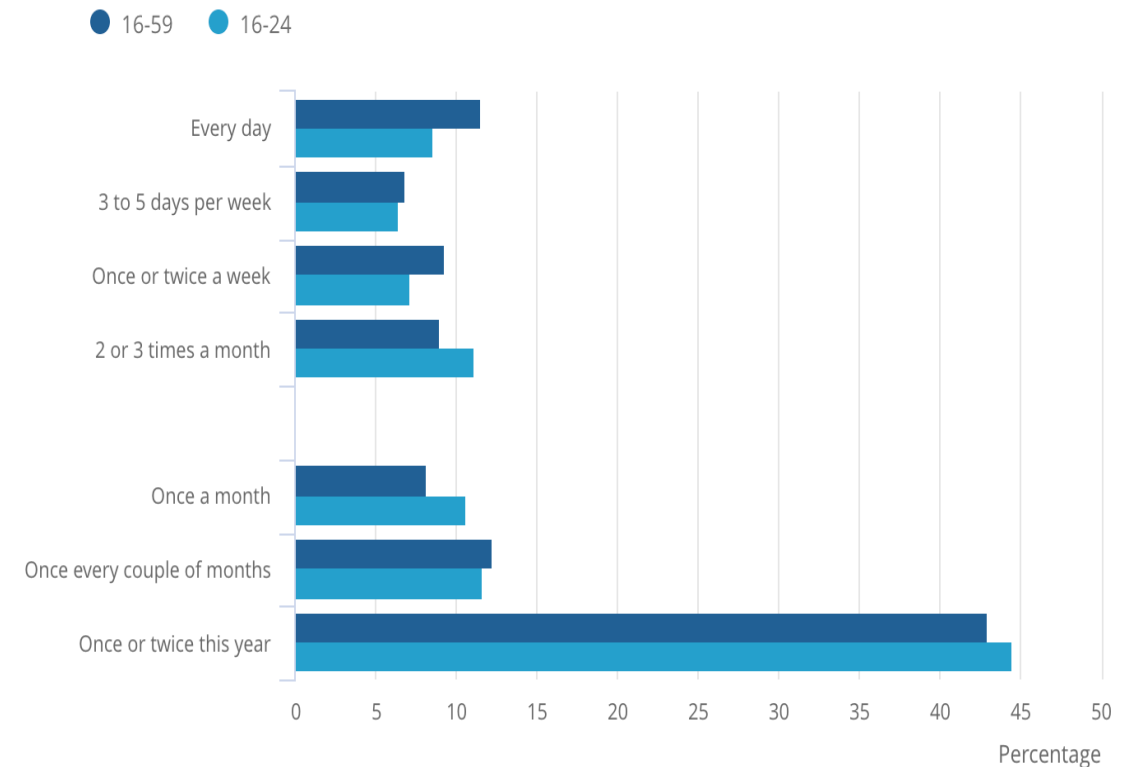


Introduction

Drug misuse among young adults has emerged as a critical issue in the United Kingdom, presenting significant challenges for public health and societal well-being. It refers to the repeated and harmful use of a substance, either in excessive amounts or through harmful methods, leading to adverse effects on the user's well-being and potentially affecting others (NHS apohs, 2023). In this presentation we will discuss about the rationale, implementation, obstacles, and advantages of digital health promotion intervention for people affected by this public health concern.

Justification

- About 18.6% of young adults, which is roughly 1.1 million individuals, reported drug use in the year 2022 (ONS, 2022).
- In 2022, 4.7% of young adults were reported as Class A drug users (ONS, 2022).
- In 2022, 4.0% of young adults engaged in cocaine use, while 3.9% reported using nitrous oxide (ONS, 2022).
- Approximately 274,000 young adults between the ages of 16 and 24 were regular drug users in 2022, accounting for 4.7% of the population (ONS, 2022).



- Between April 2021 and March 2022, the number of adults in contact with drug and alcohol services rose to 289,215, indicating an increase compared to the previous year (GOV.UK, 2023).

Consequences

- The long-term study on heroin addiction found a mortality risk approximately 12 times higher than the general population (NICE, 2012).
- Injecting drug users are at risk of acquiring bloodborne viruses such as HIV, hepatitis B, hepatitis C, and other infections (NICE, 2012).
- In 2021-2022, 133,704 adults undergone treatment for drug misuse (GOV.UK, 2023).
- Among adults in treatment, comprising 49% of the total, sought help for opiate-related issues (GOV.UK, 2023).

- Among those with opiate-related issues, 66% require mental health treatment (GOV.UK, 2023).
- In 2021, there were 3,060 drug poisoning deaths, with a rate of 53.2 deaths per million individuals (GOV.UK, 2023).
- In 2021, there were 840 cocaine-related deaths, marking an 8.1% increase from the previous year and over seven times more than the 112 deaths recorded in 2011 (ONS, 2022).



(Seren, 2021)

- In 2021, there were 2,206 drug misuse deaths among males (77.5 deaths per million) and 854 deaths among females (29.3 deaths per million) (ONS, 2022).
- In 2020, approximately 48% of homicides were linked to drugs, often involving known users or dealers (Adam.H, et.al, 2023).
- In England, drug law enforcement costs £1.4 billion annually, with £690 million for drug-related police enforcement and an additional £733 million for the criminal justice system (transform drugs, 2022).



(KGA, 2021)

Health promotion

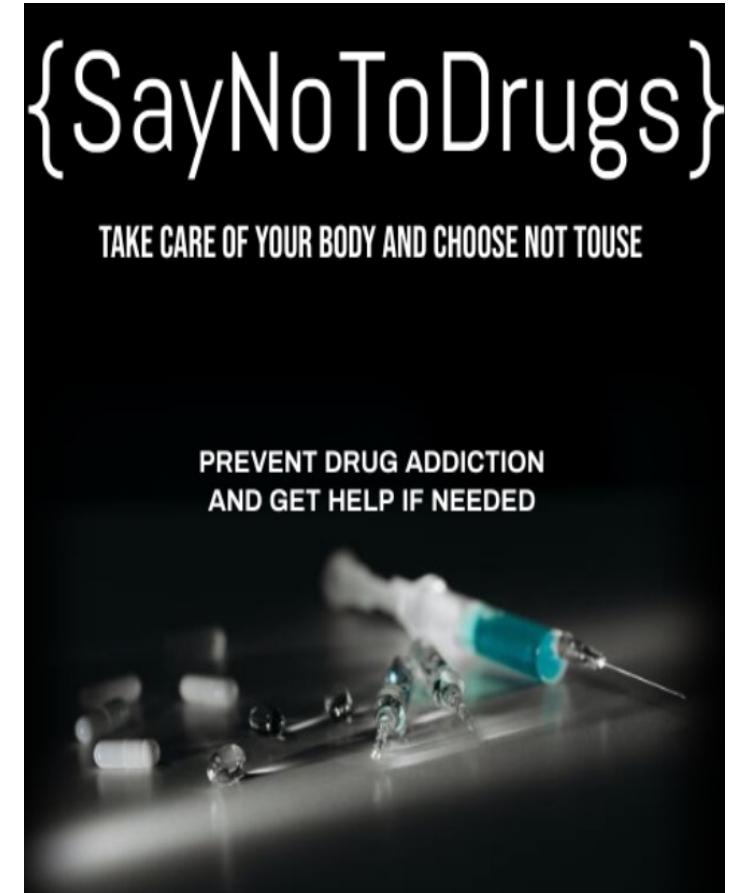
- Education,

Online sessions aimed at increasing awareness about drug misuse (Mikyung Lee et.al, 2018).

Provide detailed and accurate facts about different drugs, how they affect the body and mind, potential dangers, and the long-term consequences of misuse (Mikyung Lee et.al, 2018).

- To prevent worsening of drug misuse among young adults,

By utilizing a mobile application, enhance young adults' ability to access clinicians and therapists who can address issues related to drug misuse (Fabrizio Bert et.al, 2014).



(Postermyswall, 2023)

This app can connect them with qualified professionals, enabling convenient and confidential support and guidance in addressing their drug misuse issues. They assess and offer suitable recovery plans to individuals based on their condition of drug misuse (Fabrizio Bert et.al, 2014).

Online programs focusing on promoting healthy eating and engaging in fitness activities for improving overall body health. Biometric sensors used for monitoring.

- To develop health policies,

The data produced by this app offers policymakers vital information about the prevalence and trends of drug misuse, empowering them to develop informed health policies.



(Coaching-online.org, 2023)

Reference

- GOV.UK (2023) *Adult substance misuse treatment statistics 2021 to 2022: Report*. Available at: [https://www.gov.uk/government/statistics/substance-misuse-treatment-for-adults-statistics-2021-to-2022/adult-substance-misuse-treatment-statistics-2021-to-2022-report#:~:text=There%20were%20289%2C215%20adults%20in,figures%20\(130%2C490%20and%20132%2C124\).](https://www.gov.uk/government/statistics/substance-misuse-treatment-for-adults-statistics-2021-to-2022/adult-substance-misuse-treatment-statistics-2021-to-2022-report#:~:text=There%20were%20289%2C215%20adults%20in,figures%20(130%2C490%20and%20132%2C124).) (Accessed: 30 July 2023).
- Paul,B and Asim,B (2022) Office for National Statistics, *Deaths related to drug poisoning in England and Wales: 2021 registrations*. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsrelatedtodrugpoisoninginenglandandwales/2021registrations> (Accessed: 30 July 2023).
- Adam,H. et.al (2022) Academic.oup.com, *Analysis of the UK Government's 10-Year Drugs Strategy—a resource for practitioners and policymakers*. Available at: <https://academic.oup.com/jpubhealth/article/45/2/e215/6779883> (Accessed: 31 July 2023).
- Jones, P. (2022) Office for National Statistics, *Drug misuse in England and Wales: Year Ending June 2022*. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/articles/drugmisuseinenglandandwales/yearendingjune2022> (Accessed: 31 July 2023).
- Transform (2022) *Counting the cost of UK drug policy*. Available at: [https://transformdrugs.org/blog/misuse-of-drugs-act-counting-the-costs#:~:text=%C2%A31.4%20billion%20is%20spent,probation%20etc\)%20%5B11%5D.](https://transformdrugs.org/blog/misuse-of-drugs-act-counting-the-costs#:~:text=%C2%A31.4%20billion%20is%20spent,probation%20etc)%20%5B11%5D.) (Accessed: 31 July 2023).

- Nice (2012) *Drug use disorders in adults* . Available at: <https://www.nice.org.uk/guidance/qs23/resources/drug-use-disorders-in-adults-pdf-2098544097733> (Accessed: 01 August 2023).
- Lee, M. et al. (2018) *U.S. National Library of Medicine, Mobile App-Based Health Promotion Programs: A Systematic Review of the Literature*. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6313530/> (Accessed: 01 August 2023).
- Bert, F. et.al (2014) Researchgate, *Smartphones and Health Promotion: A Review of the Evidence*. Available at: https://www.researchgate.net/publication/259353052_Smartphones_and_Health_Promotion_A_Review_of_the_Evidence (Accessed: 01 August 2023).
- NHS (2023) *Substance misuse*. Available at: <https://www.apohs.nhs.uk/advice/substance-misuse/#:~:text=Substance%20abuse%2C%20also%20known%20as,form%20of%20substance%20related%20disorder.> (Accessed: 02 August 2023).
- Alvarado, K.G. (2021) KGA, *What is the relationship between drug use and crime?* Available at: <https://www.kalvaradolaw.com/blog/2021/09/relationship-between-drug-use-and-crime/> (Accessed: 03 August 2023).
- PosterMyWall (2023) *10,980+ drug awareness poster ideas customizable design templates*. Available at: <https://www.postermywall.com/index.php/posters/search?s=drug+awareness+poster+ideas#> (Accessed: 03 August 2023).

- *Coaching Online* (2023) *Sliding scale therapy - A complete guide*. Available at: <https://www.coaching-online.org/sliding-scale-therapy/> (Accessed: 03 August 2023).
- Serene Retrea (2021) *The impact of extensive drug abuse on our mental health*. Available at: <https://sereneretreat.my/2021/02/15/extensive-drug-abuse/> (Accessed: 04 August 2023).