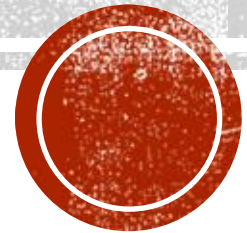


DIGITAL HEALTH PROMOTION FOR LIFESTYLE-RELATED CHRONIC DISEASES

Target Group: Young Adults (18–35 years)

HealthyLife Mobile Health Intervention

By Bilonda Konzo 2518836



PUBLIC HEALTH PROBLEM

- Chronic diseases linked to unhealthy lifestyle behaviours
- Major causes: poor diet, physical inactivity, smoking
- Non-communicable diseases cause ~75% of global deaths



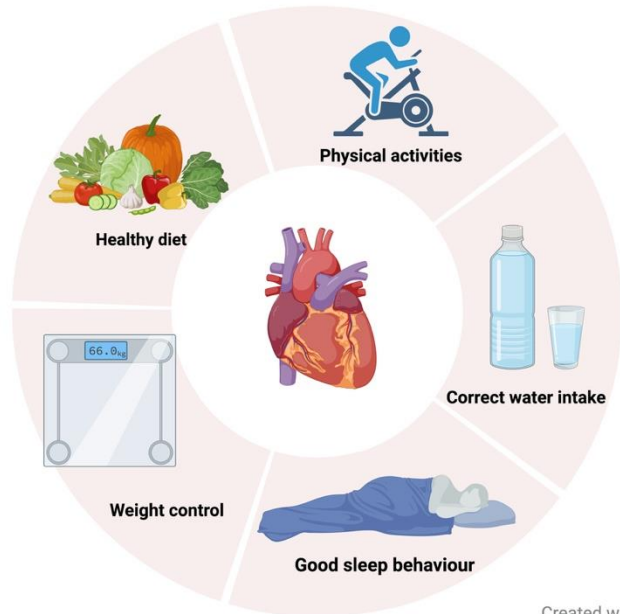
TARGET POPULATION

FACTOR		DESCRIPTION	
Age		18–35 years	
Lifestyle		Busy schedules, fast food consumption	
Technology Use		High smartphone and app usage	
Health Risk		Increasing sedentary behaviour	



AIM OF THE INTERVENTION

LIFESTYLE AND CARDIOVASCULAR PRIMARY PREVENTION



- Promote healthy lifestyle behaviours
- Increase awareness of chronic disease risk factors
- Encourage sustainable behaviour change



ACTIVITY DESCRIPTION

- 12-week HealthyLife digital programme
- Daily health tips and weekly lifestyle challenges
- Progress tracking and motivational feedback

Tips for Maintaining a Healthy Lifestyle



DIGITAL HEALTH TECHNOLOGY

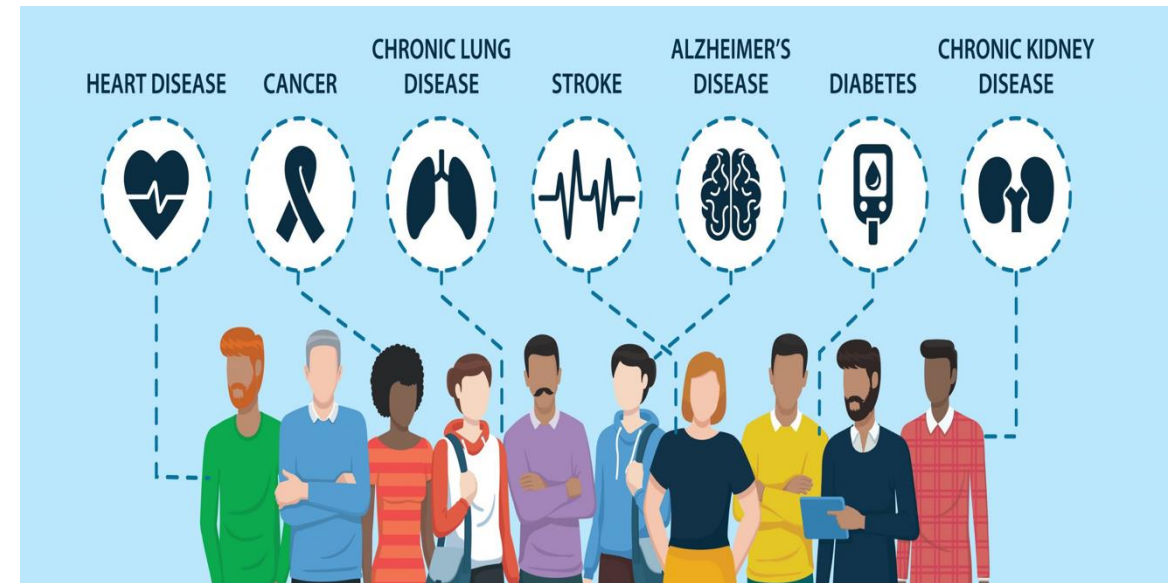


- Mobile health (mHealth) application
- Health tracking and behaviour monitoring
- Integration with wearable fitness devices



JUSTIFICATION

- Rising global burden of chronic diseases
- Lifestyle behaviours are major risk factors
- Digital health tools support behaviour change

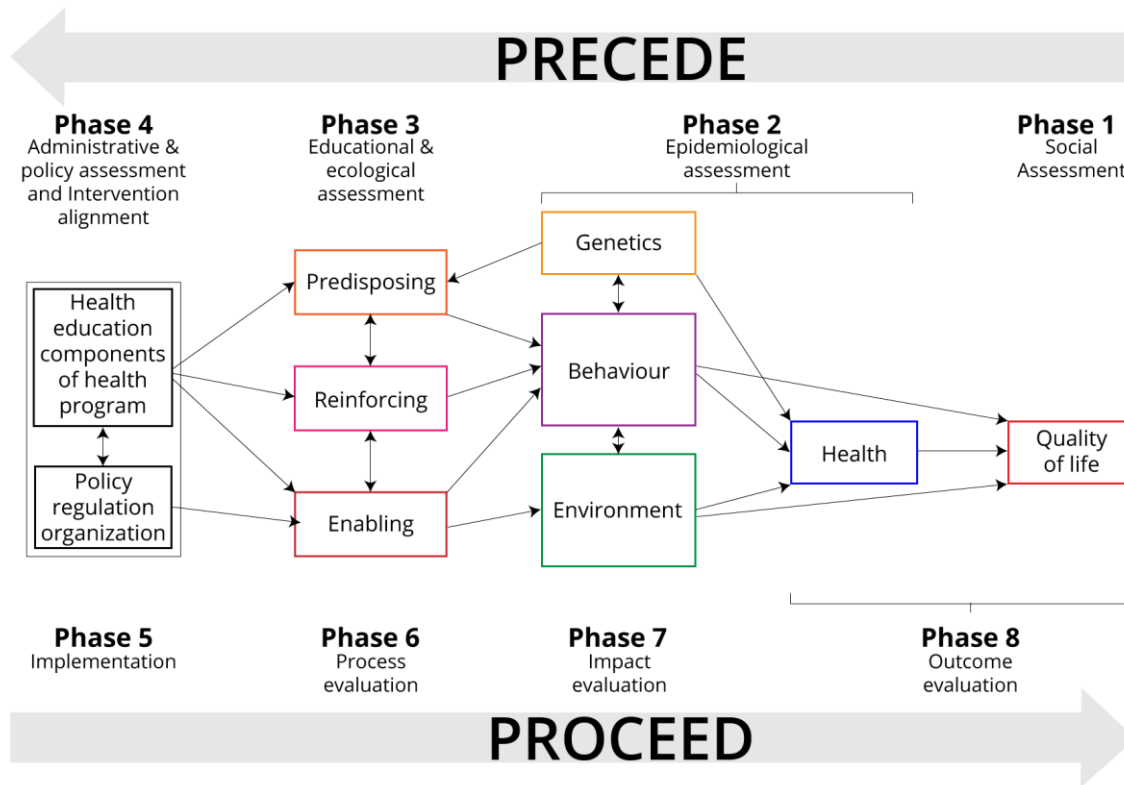


CONSEQUENCES IF NOT ADDRESSED

IMPACT AREA	CONSEQUENCE
Health	Heart disease, diabetes, stroke
Social	Reduced productivity
Economic	Increased treatment costs



PLANNING MODEL



- PRECEDE-PROCEED health promotion model
- Structured approach to programme planning
- Includes assessment, implementation, and evaluation



APPLYING THE PLANNING MODEL

	STAGE	EXAMPLE IN INTERVENTION
	Assessment	Identify inactivity and poor diet
	Intervention	HealthyLife mobile app
	Evaluation	Measure physical activity and diet changes



STAKEHOLDERS

STAKEHOLDER	ROLE
Public Health Agencies	Policy support and funding
Healthcare Professionals	Health expertise and promotion
Universities/Workplaces	Participant recruitment
App Developers	Design and maintain the app



POTENTIAL BARRIERS

- Limited access to digital technology
- Low digital literacy among some users
- Privacy concerns and low engagement



LEGAL AND ETHICAL ISSUES



- Protect user data privacy and confidentiality
- Obtain informed consent from participants
- Follow data protection regulations



BENEFITS OF THE INTERVENTION

- Encourages healthier lifestyle habits
- Reduces risk of chronic diseases
- Cost-effective and scalable health promotion



POLICY, RESEARCH AND EDUCATION IMPLICATIONS

	AREA	IMPACT
Policy		Integration of digital health programmes
Research		Data on behaviour change
Education		Increased health knowledge



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