# Community care and development

Investigate and critically evaluate innovative digital technologies that could be used to develop communities now and in the future

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# Introduction

- Overall health and wellness is vital (Singh and Dixit, 2010)
- Some communities fall victim to societal influences (Spring, Moller and Coons, 2012)
- The NHS provides free health care to all living within the UK (Asaria et al, 2016)
- The NHS has increasingly become overburdened (Wouterse et al, 2015)
- Health care initiatives are needed to relieve some pressures (Kumar and Preetha, 2012)
- Empowering communities to take action (Thompson et al, 2016)

# The community of Llanelli

- Llanelli is one of Wales largest towns
- With a population of roughly 49,500 (Robson, 2015)
- One of Europe's worse towns for drug abuse (Buttner, 2011)
- Leads to overdoses, suicides and antisocial behaviour (Chesang, 2013)
- A charity in Llanelli that raises awareness is DDAS (Barod, nd)
- Campaigns require time and research investment (Wyld et al, 2014)

# Research and planning for health initiatives

- Research is vital when planning a campaign or initiatives (Dobrow et al, 2017)
- Highlights concerns for the campaign or initiative to be utilised (Erwin and Brownson, 2017)
- Crime, suicide and overdose in relation to substances misuse in Llanelli (Pierce et al, 2017)
- Emphasising factors that have an influence on the initiative (Granja, Janssen and Johansen, 2018)
- Target audiences is key when initiating a campaign (Elrod and Fortenberry, 2018)
- Communicating with the community will improve effectiveness (Ruck et al, 2017)
- Psychological strategies provoke cognitive and emotional responses (Wakefield, Loken and Hornik, 2010)

# Developing a strategy

- Sharing responsibility with other organisations can support the intervention (Kaur, Prinjar and Kumar, 2015)
- Innovation can improve programme management to target communities (Frieden, 2014)
- Developing strategies is essential for digital communities
- Has to be cost effective and reach a wider audience (Murray et al, 2016)
- Campaign management will support and identify effectiveness (Khan and Qazi, 2013)
- Behavioural models will decide requirements for the campaign or initiative (Tapera et al, 2020)

# Preventing ineffective methods

- Ineffective research can lead to inadequate results (Frieden, 2014)
- Sustaining innovations and implementing research can be difficult (Kristensen, Nymann and Konradsen, 2016)
- Anti discriminatory campaigns and initiatives are vital (Johnstone and Grant, 2019)
- Preventing an understanding why the target audience turned to substance abuse (Winkle, Schwartz and Michels, 2017)
- Health initiatives are time consuming and costly
- Incorporating education and continued support to aid campaigns (Allom et al, 2018)

# Objectives

1. Changing knowledge
2. Changing attitudes
3. Changing Behaviours

(Kite et al, 2018

# Effective methods

Using different communication channels can aid communities in Llanelli (Robinson et al, 2014)

**Advertising methods**

Mass media

Television

Posters

Billboards Leaflets

Radio

Newspapers

Magazines

(Wakefield, Loken and Hornik, 2010)

There is also digital forms such as social media and chat room forums (Welch et al, 2016)

# Local community advertising

- Llanelli is a town known for substance misuse
- Effectiveness is needed to target desired audience
- Using local amenities will support communication to community

Posters and leaflets around the town
Local radio station
On public transport
Via the local newspaper and magazines

(DiRosa, 2014)

# Effectiveness of advertisement

- Posters are favourable for reaching wider audience (Dumitrescu, 2017)
- Messages need to be eye catching and easily read (Ilic and Rowe, 2013)
- Adverts can incorporate textual and visual elements (Hansen et al, 2017)
- Advertising on public transport can reach to all ages (Scheier and Grenard, 2014
- More people are listening to streaming services (Arditi, 2017)
- Local radio stations attend events for publicity (Backhaus, 2019)
- The internet and social media can boost engagement (Kostygina et al, 2020



# Empowerment to change behaviours

- Different messages are needed assist in reducing substance abuse (Ferri et al, 2013)
- Illicit substance abuse affects 18% of adolescents between 13-18 years (Nock, Minnes and Alberts, 2017)
- Warning material can communicate the risks of misusing substances to youth (Das et al, 2016)
- Parents can look out for warning signs (Ali et al, 2011)
- This could empower concerned individuals should the suspicion arise
- Empowering those under the influence seek treatment (Daley, 2013)



# Involving the community

- Including existing programmes can encourage community involvement (Kelly et al, 2010)
- Needle exchange benefits those under the influence of substance abuse
- Information in known areas where substance abuse takes place could help (Hay et al, 2017)
- Encouraging positive behaviour to reduce harm (Fernandes et al, 2017)
- All advertisements need contact information for further communication (Zhao, 2020)

# Policy and Procedure

- Would not be possible without government policy and legislation (Porter, Rutkow and McGinty, 2018
- One policy that has been issued is the new government drug strategy
- Enables local authorities to ensure access to drug treatment (Public Health England, 2017)
- Wales have similar policies and legislation available (Welsh Government, 2019
- Emphasises drug policy should be reviewed to focus on improving public health (Mold, 2018)
- Making health improvements law show health benefits for the communities within the UK
- Following this process for drug misuse could have a similar impact for Llanelli (Gibson et al, 2010)

# Successful approaches and campaigns

- Data of targeted population needs to be collected to establish success (Department of Human Services, 2008)
- Increased numbers seeking guidance proves campaigns work for communities in Llanelli
- Empowering rehabilitated users to share experiences and give support to others (Tracy and Wallace, 2016)
- Local surveys could identify communities feelings towards campaigns (Safdar et al, 2016)

# Conclusion

- Managing health and wellness is important for individual lifestyles
- Community behaviours lead to health complications which are avoided by health initiatives
- A positive impact relies on planning, research, communication and objectives
- Change people's knowledge, attitudes and behaviours in a positive way
- Advertising methods are key strategies to deploy health initiatives
- Calculating the effects of adverse behaviours prior can measure the effectiveness of the campaign
- Successful implementation will aid promoting a healthier community
- Encourage support and strengthen the community as a whole



# Thank you for Listening



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