

Health Promotion: Reduce  
Smoking Trend

Table of Contents

Introduction	3
Public Health Topic	3
Health Promotion Resource	4
Aims and Objectives	5
Theoretical Framework	5
Health Promotion Message	6
Collaborative Team	6
Evaluation	7
Conclusion	7
References:	9



Introduction

Health promotion is considered one of the major and most essential aspects of the country's boundaries. This leads to an impact on the overall lifestyle of individuals living in a specific society (Griffiths et al., 2018). Therefore, as per the current situation and trend, Smoking is considered one of the major and most prominent aspects. This has a direct impact on the quality of life. Therefore, the report is being targeted to develop effective health promotions advertising that could deliver strong and effective health promotion messages and prevent ill health. In such a context, reducing the smoking trend is the major target to be delivered in this manner.

## Public Health Topic

The modern time is highly supporting the intake of Smoking. No special consideration could justify this aspect (Vallance et al., 2018). People nowadays are becoming accustomed to these aspects. In such a manner, young people are also taking active participation, becoming a great challenge to consider.

Tobacco is considered one of the great sources used in Smoking (Ngo et al., 2019). Cigarette packs include tobacco, such as nicotine, tar and other components that impact personal health. The intake of such material directly increases the chances of dying and reduces the lifespan of individuals. It has been claimed that smoking 1 cigarette is equivalent to taking almost 11 minutes from one's life. That's why it is skilling people wildly (Vallance et al., 2018).

Other than that, this aspect is not just a killer but also contributes to some dangerous illnesses. Heart disease, lung cancer and breathing issues are the side effects of Smoking in a broad context. As per the global statistics, in 2019, there were almost 1.1 billion people all over the globe who were involved in Smoking (Tojal and Costa, 2020). Among these 1.1 billion, 7.7 million people died due to Smoking. Similar to this, in the United Kingdom, there are 6.9 million adult smokers who regular smokes. This is almost 60.4% of their overall population. This is how the overall scenario impacts people's health (Perski et al., 2020). Smoking is limited to any specific ethnicity and depends on people's lifestyles. This is also linked with depression, anxiety and other healthcare issues. Still, there is no clear justification for intaking tobacco in the form of Smoking.

## Health Promotion Resource

There are a lot of health promotional resources that could be used in this regard. Based on that, different options could be targeted. For instance, this could be a leaflet, social media advertising, TV advertisement etc. (Ford et al., 2020). However, it has been considered that this is one of the major national issues regarding smoking. Therefore, the target should be the mass and large audience to be followed. That's Why the option expected to be chosen Social Media advertising. This includes the development of effective posts that would get shared on social media platforms (Perski et al., 2020). That's Why this is having a great impact on the overall environment.

Moreover, Smoking is much more common among youngsters and adults. Therefore, the target is majorly focused on people with the age range of 15 to 60 years. All of them are majorly active on social media. As per the trend, 53 million are active social media users in the United

Kingdom (Luo et al., 2021). That's why using this medium will lead directly to the final target. Other than that, there is no specific limit for the audience. The mass issues will be targeted by reaching the mass population.

## Aims and Objectives

Social media advertising as a resource is one of the most prominent and essential aspects. It has been aimed that these resources will allow us to reach the final public and audience who has been targeted (Abroms, 2019). Therefore, this will enhance people's awareness and understanding while consuming social media regularly.

Specific: To bring a healthy lifestyle and healthy environment for people

Measurable: to fill up the chart for daily consumption of tobacco and its evaluation

Achievable: to focus on the negative consequence of Smoking and will take proper consultation

Relevant: To develop other healthy habits instead of smoking to avoid tobacco urge.

Time-Bound: To quit Smoking within one month from now

#### Theoretical Framework

Smoking is considered as the daily behaviour of people. They are habitual of doing so. Based on that, the theory that directly explains that aspect is behavioural change theory. The behaviour theory of healthcare aims to promote a certain behaviour of lifestyle and to bring some healthy lifestyle (Jane et al., 2018). This is equally essential from a wide perspective. Based on the topic, Smoking is one of the major targets for behaviour change among individuals. Health promotion is intended to force people to quit smoking and enjoy a healthy lifestyle (Vallance et al., 2018). That's why this theoretical framework is directly linked with the aspects discussed in this regard.

This theory also allows teams to hit the mass-audience directly. In such a manner, the personal message could be delivered to people to develop their behaviour as needed. In such aspects, there is a great involvement of the individual needs who suffer in this regard (Perski et al., 2020). That's why this theory has great involvement in delivering what the major target and issue is.

Moreover, with this aspect, some limitations are applied within the theoretical aspects. For instance, the resource could not consider the unique environment and mental condition they are suffering from. It was claimed that depression is one of the major reasons behind Smoking

(McCausland et al., 2019). Therefore, resources could not evaluate the depression and its impact. That's why changing the behaviour and its circumstances is not an easy job to perform. Still, there is a need for the proper consideration and evaluation for performing these tasks.

#### Health Promotion Message

The health promotion message being delivered to the individual is related to the situation in which they are suffering from Smoking. The message has been entitled as "Smoking is a slow poison to manage these aspects. This lowers the quality of life and leaves illness and improper health" The resources would aim to spread this message to the large audience to deliver good health (Tojal and Costa, 2020). That's why the importance of this speech is so high in the overall context. Moreover, it has been considered that health promotion and other aspects revolve around this message.

On the other hand, the intention of this resource is also to make people aware of the negative consequences of Smoking from which they are suffering. This is directly impacting their health and life, which is one of the most important and special measures (Griffiths et al.,

2018). That's why the promotional message has been delivered in a great context.

#### Collaborative Team

The relevant and most appropriate stakeholder in this regard is the government of the

United Kingdom. They are required to take active participation in the delivery of the action to provide the feasibility of the people for availing this opportunity (Abroms, 2019). Apart from this, the general public area is also considered a major stakeholder to whom health promotion messages will be delivered. These individuals will bear this message and share such advertisements on social media. Based on that, these individuals participate in a broad context (Ngo et al., 2019). Apart from this, some advice from healthcare professionals will also be part of the message. This is how the professionals, government and general public will participate and collaborate for this aspect. This will work effectively in the form of multi-agency working. The only challenge they are facing is the coordination among them. They need to develop effective communication for promoting health messages.

### Evaluation

Although the evaluation is one of the most important and basic aspects to consider, this leads to a clear direction for what is being done. Based on that, for evaluating the effectiveness and resources, there will be a specific key performance indicator (McCausland et al., 2019). This will be based on the evaluation of the system by calculating the number of smokers. This is also considered one of the major and most essential tools in the overall context. Based on that, this provides a great chance for the development and health promotion actions. After The specific desired time, every item will get evaluated as the number of people who changed their behaviour towards Smoking (Jane et al., 2018). This is how the effectiveness of the health promotion activity will get measured.

### Conclusion

The major target is to provide a health promotion aspect to be delivered to the general public. In this regard, the usage of social media advertising has been proposed, with some of the major outcomes to be measured in this context. In such a manner, a collaborative team will work to reduce the smoking trend in the United Kingdom. The module activity has provided a great opportunity to achieve this target in a broad context. That's why this aspect is of great importance from a public point of view.

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**OWL**  
**ASSIGNMENTS**

