**Assessment 2**

Health promotion activities have gained much consideration from public healthcare stakeholders because of their ability to save a significant amount of costs associated with treating illnesses and diseases. Generally, health promotion activities usually focus on enabling individuals to control their lives and take necessary steps to improve their health and wellbeing. The older population is one of the population segments in the community that has received significant attention from health care stakeholders over recent years. This increasing interest is mainly influenced by the realisation that this population group is highly vulnerable to a wide range of preventable health problems, which make their lives miserable and less satisfying reference. various strategies and campaigns continue to be created and implemented in order to promote positive health and wellbeing of older people to enhance the ability of members of this population group to lead a fulfilling and stress-free life. To understand how these health interventions work, this assessment paper offers a critical and comprehensive exploration of a selected health promotion strategy and campaign and justifies the identified strategy and campaign and its relation to the care of older people. Additionally, this paper will also provide a critical analysis and assessment of the identified health promotion strategy and campaign and its relevance to older people. Finally, this assessment paper will devise a local-level health promotion plan for addressing tobacco use among the older population related to the identified strategy and campaign.

**Health Promotion Strategy and Campaign**

The health promotion strategy selected in this assessment paper is Australia’s National Tobacco Strategy (NTS). this strategy states ‘Every cigarette is doing you damage’ (Australian Institute of Health and Welfare [AIHW], 2018). In essence, the NTS is a tobacco control intervention developed and implemented by the Australian government to help reduce the use of tobacco products across its populations. The NTS is mainly considered an intervention that offers other governmental and non-governmental agencies an operational framework that they can use to promote tobacco use cessation and mitigation of the potential harms associated with tobacco usereference. There are several ways the NTS and the ‘Every cigarette is doing you damage’ campaign have realised a significant reduction of cigarette use among the Australian population. Some of the most notable measures employed by the health promotion strategy and campaign identified here include the deliberate increment of tobacco excise taxes, enforcing laws and policies promoting smoke-free population, running social marketing campaigns against tobacco use, and establishing strategies to curb the trade of illicit tobacco in the country (AIHW, 2020a; Department of Health, 2018). In addition to these measures, the NTS and ‘Every cigarette is doing you damage’ campaign have also progressively implemented other interventions such as requiring tobacco products to use plain packages, including graphic labelling on such products with health warnings, barring commercial advertising, promotion or sponsorship of tobacco and its products and offering the necessary support to encourage smokers to quit using cigarette products (Department of Health, 2018).

**Justification of the Selected Strategy and Campaign**

The selection of the NTS and ‘Every cigarette is doing you damage’ campaign was primarily influenced by their relevance in addressing the topic of the assessment project of tobacco use among the older population. The recent statistics presented by the National Drug Strategy Household Survey of 2019 revealed significantly high prevalence rates of tobacco use across the adult populations in Australia (AIHW, 2020b). In particular, it was estimated that the rates of daily tobacco smoking were approximately 7.9% among adults aged between 55 and 64; 3.3% among those aged between 65 and 74; and 5% for people aged 75 and above (Greenhalgh, Bayly & Scollo, 2021). Therefore, based on the information presented by the National Drug Strategy Household Survey of 2019, it is apparent that tobacco use is a significant health problem affecting the older populations in Australia. This finding indicates the necessity of establishing targeted interventions to help reduce the severity of tobacco use within this particular population segment (Minichiello et al., 2015). Since the health promotion interventions facilitated through the NTS and ‘Every cigarette is doing you damage’ campaign play a fundamental role in addressing the issue of tobacco within the population, it is evident that this health promotion strategy and campaign can be used to address similar health problems among the older population segment.

**Critical Analysis and Assessment of the Selected Strategy and Campaign**

The NTS and ‘Every cigarette is doing you damage’ campaign are generally suitable approaches in influencing the adoption of positive behavioural and lifestyle changes, which are instrumental in improving the target population group's overall health and wellbeing. Health promotion strategies and campaigns for the older people are usually intended to fulfil three key objectives, including maintaining and improving the functional capacities of the older persons, sustaining and promoting the ability of these people to practice self-care, and strengthening the social network of the target population (Golinowska, Groot, Baji & Pavlova, 2016).  The main focus of these health promotion strategies on senior individuals is to promote their quality of life, longevity, and independence. Further, they also have an additional goal to fulfil, promoting the social integration and participation of the senior populations to enhance the quality of life among the senior population. This is in line with evidence showing that social activities and social bonds are essential to healthy aging among seniors. For instance, taking part in some cultural events, keeping social networks, continuing with one’s profession, and learning different activities later in life are the keystones to promoting healthy aging among the seniors (Golinowska, Groot, Baji & Pavlova, 2016). It is also important to note that seniors are not well-integrated into the community due to limited participation and social life; however, health promotion strategies enhance their inclusion in the community through various social activities. These strategies are always informal and straightforward. They only need a well-established transport infrastructure and social networks, and there is no direct external source of funding required.

Moreover, studies have shown that health promotion activities such as engaging in regular physical exercises, eating healthier meals and positively impacting the overall health and wellbeing of older people (Stephens, Breheny & Mansvelt, 2015). These interventions help strengthen the ability of older people to fight illnesses and diseases by improving the blood flow through their systems. Additionally, the identified health promotion activities also help promote older people's psychological and social wellness, thereby contributing towards their overall health and wellbeing. From a critical perspective, it is arguable that the NTS and ‘Every cigarette is doing you damage’ campaign apply the health promotion theory to healthy ageing known as the Health Belief Model (HBM). The HBM is a health promotion theory that offers a comprehensive conceptual framework for promoting healthy behaviours and lifestyle changes within the human population (Carpenter, 2010).

Generally, the HBM applies six fundamental concepts, including perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action, and self-efficacy in influencing the target population to make the desired behavioural and lifestyle changes (Jones et al., 2015). For instance, just as indicated in the first step of the HBM theory, the NTS and ‘Every cigarette is doing you damage’ campaign identifies the risk level that the older people are exposed to due to their involvement in tobacco use. Thus, the facilitators of this health promotion strategy and campaign can personalize the risks of older people based on their unhealthy behaviours and lifestyles. Secondly, the NTS and ‘Every cigarette is doing you damage’ campaign also specify and describe the possible consequences of prolonged tobacco use among older people. The selected health promotion strategy and campaign also define the various actions that need to be taken to address the health problem, such as educating older people about the dangers of using tobacco products and the benefits of changing such lifestyles and behaviours (Prince et al., 2015). Here, the program facilitators also clarify to the target audience the expected health benefits of the program by presenting to them the available evidence of its effectiveness.

Additionally, the NTS and ‘Every cigarette is doing you damage’ campaign focuses on identifying and reducing possible hindrances that may limit the ability of the target population to make the suggested behaviour and lifestyle changes. This is indicated by the inclusion of other relevant stakeholders such as health professionals, policymakers, and local authorities, among others, in the health promotion program. Further, the selected health promotion strategy and campaign creates awareness about the adverse consequences of using tobacco products among the older population by highlighting the possible complications and fatalities arising from this behaviour and lifestyle. Lastly, the NTS and ‘Every cigarette is doing you damage’ campaign establishes social support programs that guide and encourage the target population to continue adhering to personal practices that help keep them free from tobacco products. Based on this comprehensive description of the NTS application and the ‘Every cigarette is doing you damage’ campaign, it is apparent that the selected health promotion strategy and campaign can influence the older population to adopt the desired health behaviours and meet the diverse health needs. This outcome is made possible by applying the six concepts of the HBM theory.

**Health Promotion Plan for a Local Level Related To the Strategy and Campaign**

A health promotion plan allows health care providers to highlight the desired goals, objectives, and strategies of their health program (Eldredge et al., 2016). These health promotion deliverables are usually based on the critical needs of the target population group that have been identified in the assessment process. Generally, a well-developed and implemented action plan is critically important in ensuring that the health promotion strategy and campaign successfully achieve its set objectives and goals (World Health Organization, 2017). In this respect, the following is a health promotion plan for a local level related to the health promotion strategy of the NTS, and the ‘Every cigarette is doing you damage’ campaign. This action plan is intended to facilitate increased reduction of tobacco use among the older population at the local level practice.

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| Goal: To influence the adoption of healthy lifestyle behaviours and choices that promote positive health and wellbeing of the population. |
| Objective: To reduce the number of older people who use tobacco products by over 50% within 1 year. |
| Strategies | Activities | Timeframes | Person(s) Responsible | Resources Required | Measures of Success |
| 1. Influence personal development by facilitating health awareness amongst the older population about the dangers of tobacco use and benefits of quitting its use
 | Organise regular learning sessions focusing on the benefits of quitting tobacco use and enlightening the audience about the available support systems.Make arrangements for the speakers, venues, dates and times for the learning sessionsCreate and distribute posters, send emails and texts to the audience promoting the learning sessions | June to December 2021(6 months) | Program CoordinatorHealth and Wellbeing Committee | Program Coordinator timeCommittee member timeBudget to recruit program speakersSpace to use as program venuePosters | Increased awareness of the benefits of quitting tobacco uses and high attendance of the counselling programs (measured before and after program)Enhanced participation in the learning sessions by members of the target population group (measured through post activity surveys) |
| 1. Promote behaviour change by influencing and supporting the older people to stop using tobacco
 | Invite an ex-tobacco champion to promote cessation messages and support services presented in the health promotion programInvolve an external health professional to offer individual and group counselling interventions to the older people attempting to stop using tobacco productsCreate a social support program, and organise for a facilitator and venue for the older people trying to stay free from tobacco use Gather relevant resources such as emails and posters to promote social support among the older population involved in the health promotion program  | June 2021 to May 2022 (12 months) | Program CoordinatorHealth and Wellbeing CommitteeEx-tobacco championQuit tobacco cessation providerSocial support facilitator | Program Coordinator timeHealth and Wellbeing Committee member’s timeEx-tobacco champion time Facilitator timeBudget to engage tobacco cessation provider and support systemsSpace to use as venuePosters  | Number of participants in counselling programs – with a target of 30% of employees who smoke (needs assessment results and participant registration sheets)Number of participants in peer support program (participant registration sheets)Value of program to participants (measured through post activity surveys) |
| 1. Create and maintain a tobacco free environment by influencing the development and implementation of tobacco free policies and regulations
 | Create a functional support group to develop and organise a tobacco free policy that promote tobacco free environments and support older people who desire to stop tobacco useSeek the input of all key public health stakeholders towards the development of the health promotion policies through intense consultationsSeek support and authorization from relevant authorities for the development and implementation of the health promotion policiesFacilitate information sessions with relevant stakeholders e.g., target population group, health professionals, and retailers to inform them about the proposed policies and seek their input regarding the implementation process  | June 2021 to May 2022 (12 months) | Program CoordinatorHealth and Wellbeing CommitteeMembers of the target population group (approx. 20 people) | Program Coordinator timeCommittee member timeTarget population group timeBudget for tobacco cessation support | Desired policies developed and implemented before the end of 2021Increased knowledge and awareness of the developed tobacco free policies among target population group and other relevant stakeholders (to be measured through post-program survey) |

**Conclusion**

Overall, health promotion strategies and campaigns are crucial interventions to address underlying public health issues within the population effectively. These interventions help enhance the ability of the target population groups to adopt specific actions and behaviours to promote their health and wellbeing. In this way, it becomes much easier to overcome some of the health problems that affect the population at a relatively low cost compared to the potential amount of money that is likely to be incurred when treating the identified health problems. Generally, health promotion strategies and campaigns utilise diverse communication channels to facilitate enhanced dissemination of information across the population, thereby increasing the level of knowledge and understanding of the members of the target population groups. Through this means, health promotion strategies and campaigns often serve as an essential tool for social mobilization. For instance, health care providers can use such strategies and campaigns to influence wide-scale behavioural changes within a particular population segment and create an enabling environment suitable for promoting positive health and wellbeing. In recognition of these factors, a successful health promotion strategy and campaign requires a well-developed and implemented plan that considers all the essential elements and achieves the desired objectives and goals. A properly implemented health promotion plan also serves as a vital factor in influencing the development of relevant regulations, policies, and legislation that focus on strengthening the required structural changes for promoting public health.

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