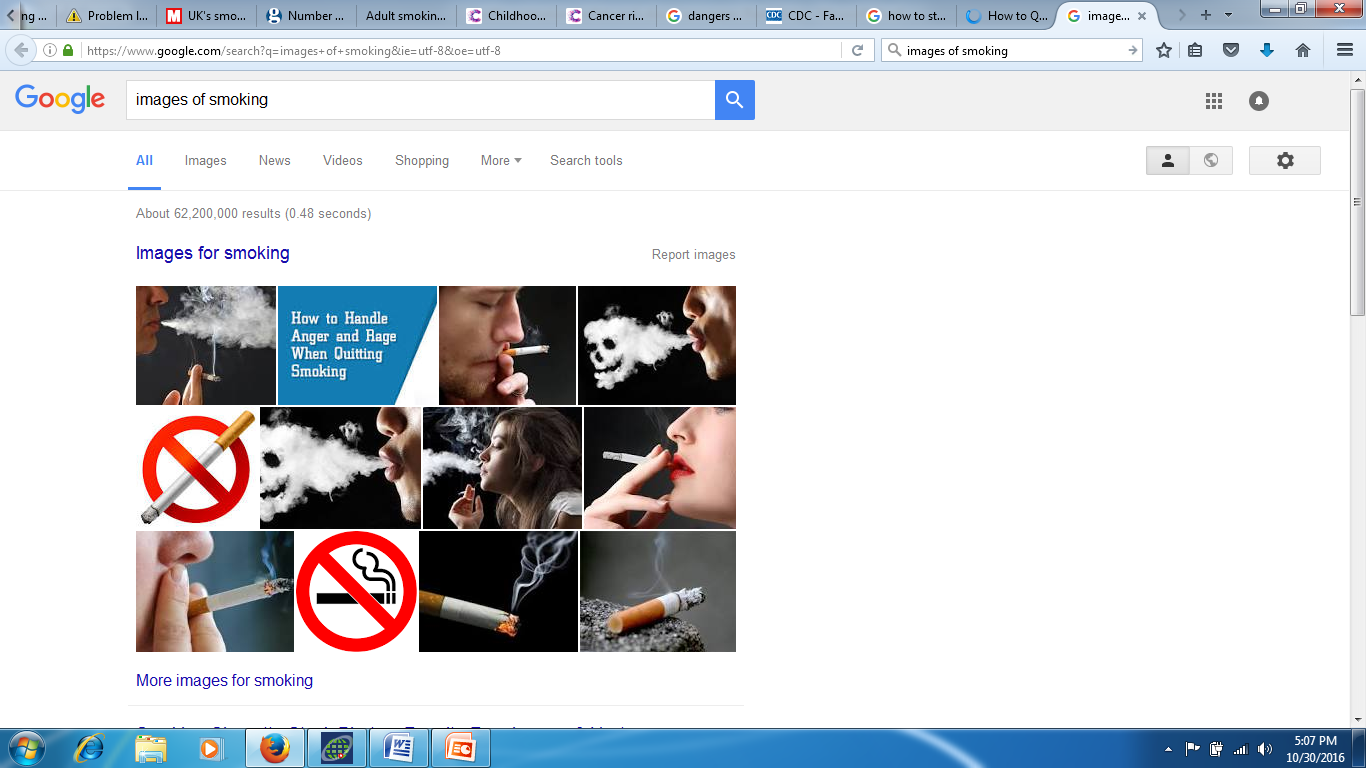
Health Promotion Leaflet and Discussion Paper

Topic: smoking

Discussion Paper Word Count: 1679

Front

Title that encapsulates your health education message + suitable images



Smoking is the habit of puffing at a cigarette that is burning and inhaling the smoke that is produced into a person’s lungs. There are several cases of smoking like having role models that are smokers, parents that are smokers and peer pressure that may force a person to become a smoker. Several dangers can be associated with smoking. They include risk of developing lung cancer, risk of blowing out of proportion respiratory diseases and the risk of developing coronary and hypertension among the smokers. It means that efforts must be put in place to ensure that people stop smoking as soon as possible.Back

Back cover: Sources of further information and advice/ relevant services/ details about whom to contact if any concerns

Centers For Disease Control and Prevention.(2014)*Health Effects of Cigarette smoking. R*etrieved from <https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/>

Office of the national Statistics (2015) *Adult Smoking Habits in Great Britain in 2014.* Retrieved from <http://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/adultsmokinghabitsingreatbritain/2014>

Cancer research UK. (2013)  *Childhood smoking Statistics. Retrieve dfrom* [*http://www.cancerresearchuk.org/health-professional/cancer-statistics/risk/childhood-smoking#heading-One*](http://www.cancerresearchuk.org/health-professional/cancer-statistics/risk/childhood-smoking#heading-One)

Contact. Centres For disease Prevention and Control

inside left

Elaboration of the message

Facts and figures

In the United Kingdom 3% of children are regular smokers. These children smoke at least a packet of cigarette per week. 18% of children below the age of 18 have tried smoking and called it quits. It means that they must have tried smoking but along the way, they stopped this habit before they could become addicted to smoking. 40 percent of the regular adult smokers in the UK began smoking when they were below the age of 16. It means that when one begins smoking at a young age, they may find it difficult stopping this habit.

Definitions

Nicotine-this is a substance that is found in cigarettes that makes those who smoke yearn for it time and again. The smokers are compelled by this urge to have nicotine in their blood that forces them to become smokers.

Tar-this is substance that forms in a place where smoke passes from now and then. The substance is normally dark in colour and it may form a coat over the place where it normally passes.

Addiction-this is the desire to have no control over the yearning that a particular person will have for a given substance. When someone becomes addicted, it means that he has an insatiable appetite that needs to be achieved by partaking something like a cigarette.

Effects and dangers of smoking

The effects and dangers of smoking are very many. They include the risk of contracting respiratory diseases or worsening the existing respiratory diseases. Another effect of smoking is that it may lead to the development of lung cancer among the smokers and the passive smokers. Stroke and coronary heart disease are some of the diseases that can be caused by smoking. Another danger or effect of smoking has to do with the constriction of blood vessels. The result would be people developing hypertension, which is another cause of deaths among the smokers in the UK.

Guidelines

In the UK, there are several guidelines that have been put in place to ensure that people reduce their smoking or preventing those that are not smokers from getting adversely affected by the smokers. Some of these guidelines include the ban on selling of cigarette to minors irrespective of who could have sent them. Another guideline has to do with the establishment of smoking zones where smokers can meet and smoke without interfering with other people. Another guideline on smoking is the condition that the manufacturer has to indicate on the packet of the cigarette the dangers that the smokers might be exposing themselves to due to smoking.

Case Study/research

One of the case studies conducted in the UK sought to find out the relationship between cancer and smoking. It was discovered that the number of smokers who contracted lung cancer later on in their lives was very high among the smokers compared to those that did not smoke. Another issue that came up in the case study was that many people who smoked are those that are found on the lower side of the social ladder. Most of these people are the less educated and the poor people. The rich and affluent people who smoked were less compared to the poor who smoked. Those with a higher level of education were less likely to be smokers compared to those with a low level of education. One of the reasons for this conclusion was due to the fact that the less educated people were ignorant of the consequences of smoking and that was why they engaged in smoking. Those with a higher education were aware of the consequences of smoking and this made them stop smoking or not indulge in it.

Advice

One of the main pieces of advice that can be given to smokers is that they should stop this habit since it has no health benefit to them. Instead, it worsens their health and makes them be at a risk of contracting some of the respiratory diseases that are associated with smoking. Another risk that these people face is the fact that they stand a higher chance of developing lung cancer, which is a terminal condition. Several methods can be used to stop smoking. They include keeping away from people who smoke and use of e-cigarettes to stop this habit. In so doing, there are chances that one is able to stop this habit once and for all.

Discussion Paper

Public health Issue

The public health issue that I have chosen is smoking. The considerations that lay behind my choice are that smoking is one of the major causes of health issues that afflict several people. Many people do not know the dangers that are associated with smoking and that is why they normally find themselves becoming victims of circumstances. Among the many issues that are associated with smoking is death that will come due to the many health problems that accompany smoking. It is, therefore, good to have this issue being brought out to the public limelight. Justifications for this issue include the fact that it is evident that 3% of the children in the UK are regular smokers meaning that they may be having negative role models who make them begin this habit at a very young age. Some of these negative role models will include their parents and their peers who may force them to indulge in smoking at a very young age. Available statistics also indicate that most of the people, who continue smoking into their adulthood, in fact 40% of them, began smoking when they were young. It means that concerted efforts must be put in place to ensure that smoking is stopped at all costs. The policy statements issued to this effect include the fact that there are guidelines that have been issued on how cigarettes should be packed and also at what age that people should handle tobacco and its related products. The background of this issue emanates from the fact that several deaths that are cancerous in nature have been found to have their origins in the smoke released from cigarettes. Respiratory diseases are also seen to be worsened by smoking, meaning that it is impacting on the respiratory disease patients negatively. There is also evidence that shows that people who smoke are at a higher risk of developing coronary heart failure and also high blood pressure. Another personal influence that may have contributed into me choosing this topic is that I once lost a dear friend due to complications that were brought about by cancer. This was someone who had asthma and it was worsened by his smoking habit. This friend of mine left behind a huge medical bill that was to be offset by his family and this has made his family become paupers. We eventually had to bury him.

Target Group

This paper targets the youths and their parents and also teachers. The youths are the ones who are very much vulnerable to this habit of smoking since they are likely to be influenced by the peers and they may fall for this habit. Most of the youths are people who are likely to be carried away by the pressure that will emanate from their peers. Another aspect that will make the youths vulnerable is the fact that they may have had negative role models in either their parents of adults who were smokers. The parents should be made aware of the consequences of smoking so that they can guide their children in the expected manner that would make them not smoke. The parents will also caution their children against smoking and give them the necessary support that may help them not to become smokers. When it comes to teachers, they are the ones who spend most of their time with children. It means that they should constantly be watching what the children are doing with themselves and be giving them the necessary wise counsel that would make them not indulge in smoking. Other groups that should be included are those that come from poverty stricken neighbourhoods. The reason is that these are the people who are likely to engage in smoking since the poor are mostly likely to find themselves smoking compared to the rich people in the society. One reason that contributes to this aspect is the fact that the poor people are normally ignorant of the consequences of smoking and that is why they will end up becoming smokers. Those with a low level of education will also be considered since smoking and low levels of literacy are seen to be going together. Girls stand a higher risk of getting affected more if they smoke since they may harm their unborn children. It is, therefore, good to include them.

Specific considerations that may be taken into account when using leaflets include the fact that they should be catchy so that they can attract the attention of the people concerned. Leaflets are known to be specific to the point and in so doing; they end up not being ambiguous but very much relevant. The outline of te leaflets is also likely to get the attention of many people.

Effectiveness

One of the strengths of using leaflets is that they are normally straight to the point. Their design warrants that any elements of ambiguity are left out so that whatever information that they contain is the one that is related to the task at hand. In so doing, they become very effective. Another strength of using leaflets is that the layout is normally attractive to the audience unlike in other forms of writing. The main limitation of using leaflets is that they are only effective to people who know how to read. Those who cannot read will not understand the contents of the leaflets.

Alternative methods that can be used include the use of print and electronic media to pass this message to the relevant groups of people. These media use sound as one of their channels of ensuring that they reach their target. Effectiveness of the leaflets could be improved by adding more pictures that are appealing to the audience.

Sources of information

The leaflet design information was from a friend who advised me on how I should come up a with a design that was good and one that was very much appealing to the people. The internet and other printed materials also formed a strong basis for my sources of information.

References

The references that I used are at the reference section of this work.Inside right

Elaboration of the message

Discussion Paper title: Smoking

Public health issue: Smoking in the United Kingdom

Target group: *Children and adults who are at risk of becoming smokers*

Commentary on the process of leaflet development

The choice of this leaflet is because it is captivating and eye catching to the reader. It is likely to make readers like it and go for the message that is found in it. In so doing, there are chances that it may influence some people to stop this habit of smoking.

Effectiveness

The effectiveness of this leaflet is that it will be able to reach a wider population due to its appealing manner in which it has been designed.

What sources did you draw on for information and inspiration?

Most of the sources that I drew my information from are those that related to the issue of smoking. All of them are secondary sources and it means that whatever information they have carried must have been double checked to ensure that it is authentic. Reputable website like those of CDC have also formed the bulk of my research since this is an organization that deals with disease prevalence in the US and the control measures that can be put in place to ensure that the diseases do not affect many people

What were your guiding considerations in relation to design?

The guiding considerations were the appeal that the layout was supposed to give to the audience. Many people are attracted by well designed leaflets and they are likely to read the required message in the expected manner.

Review date

30/10/16

How do you evaluate your completed leaflet?

The completed leaflet is likely to appeal to the masses of the many people that are likely to read it. In so doing, there are chances that all is going to be well and that they are likely to be touched by the message contained in the leaflet.

References

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