

UKS31519_PLAG

by Abc Xyz

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prospects related to the approach of the same. In this context, it is essential to mention that the various approaches of the Behavioural Change Model are dependent on the process of designing and implementation, as well as the evaluation of the intervention of Public Health in a proper manner. Apart from the mentioned prospects related to the involvement of Public Health in a proper manner, there can also be some aspects related to the theory of Planner Behaviour, which can also be counted as one of the major prospects related to the development of the promotion of healthcare in the concerned region, or the concerned society in a proper, as well as effective manner.

Subjective norms

In the aforementioned context, there can be some subjective norms, which are expected to have a massive influence on the various operational prospects related to the development of the healthcare system, as well as the promotion of the same. There can be three types of norms and other models related to them. ³ The Health Belief Model, the Transtheoretical Model, Social Cognitive Theory and many others can also be mentioned in the context of the development of behavioural changes in an effective manner (nih.gov, 2023). As per the codes of subjective norms, they can make a huge impact on the behavioural changes in the model in an effective manner. This mentioned type of norm is determined by the perception of the pressure from society, which can lead a certain individual to act in a different manner, as well as motivate the same to comply with the views of other people in an effective manner (tandfonline.com, 2023).

Behavioural control

Capability

The capability of controlling the behaviour is one of the major key points of the Behavioural Change Model. The capability is defined as the physical and psychological capacity of an individual to involve himself or herself in the process of changing behaviour. The physical and psychological approaches are the most important things of the capability of a particular individual in the engagement in the process. Physical capability is related to the necessary knowledge and skills that are very much required for involvement in the process of behavioural change and also to perform better to gain the targeted behaviour. On the other hand, the psychological capability mentally prepares an individual to perform effectively in order to achieve the expected behavioural goal (Prochaska, 2020). The psychological capability improves or enhances the thought process, comprehensive knowledge, cognitive knowledge and finally the reasoning skill of a particular individual. According to research by various scholars, the capability of behaviour control is directly associated with behaviour and it indirectly depends on the effect of motivation. It can be concluded that while physical

capability provides the knowledge or skill for controlling behaviour, psychological capability mentally strengthens the individual by providing a firm intuition.

Opportunity

It is basically the external factors that from the outside try to make it possible to change the behaviour by taking an effective approach both physically and socially. The opportunity in the present context helps increase both physical and mental capability. Physical opportunity can be gained by building the best environment. On the other hand, social opportunity can be acquired through the cultural atmosphere that influences an individual to think clearly about the necessary things important for changing their behaviour. As per the past research data of Rhodes *et al.* (2019), the opportunity presents a major role in influencing or controlling behaviour directedly. The data also shows the result that both social and physical atmospheres are very much supportive of healthy physical activities. On the contrary, an opportunity is considered as a direct association with behaviour and an indirect association with motivation. Opportunity is the key aspect that can be considered one of the controllers of the process of behaviour change. Opportunity is thus very much effective in the field of the healthcare system to promote health by changing behaviour.

Motivation

It is the main figure of the behavioural change model as each and every field change process requires a very strong motivation to deal with the process very effectively. It is basically a process associated with the brain that provides energy and a focus on behaviour that leads an individual towards achieving his or her goal. Normally two types of motivation can be taken into consideration for the behavioural change process - the automatic motivational process and the reflective motivational process. The former can strengthen a person by providing the proper evaluation of the process and suggestive plan that will be very effective in the process of performing any necessary activity like the change of behaviour. The latter generally strengthens a person emotionally as mental preparation is always paramount before approaching any particular strategy for developing a specific plan. As per the data of past research papers about the topic of Gillison *et al.* (2019), motivation effectively controls all necessary figures of the Behavioural Change Model. It is needless to say that without the presence of strong motivation, the change which is the main target of the model will never be able to achieve its target or the expected outcomes. Thus, motivation is very important in order to change the behaviour and also to support the healthcare sector not only in promoting health, however, in the theory to come up with better effects in the applied field.

Conclusion

The above-mentioned discussion in which all the important figures of the Behavioural Change Model have been discussed shows a clear idea that what are the important figures that play a very important role in the Behavioural Change Model. The key figures are well regulated by the most important motivation factor. The model shows how motivation is the most necessary point that controls and is directly related to all major figures of the model. In the present context, the Behavioural Change Model has been taken into consideration for the promotion of health which is very necessary in today's field of global suffocation. The elaborated discussion of the model as per mentioned above it can be concluded that the model will be very effective in today's contract to improve the health sector and also to promote health in the global sector. The change of behaviour definitely has the ability to make a certain change in the healthcare system.

Question 2

The nutrition Intervention plan can be described as planned activities which have been generated on purpose to bring a positive development in nutrition-oriented behaviour or the health of an individual, a community or a target group (Barker *et al.*, 2018). The process involves two steps which include implementation and planning (Whatnall *et al.*, 2018). The below intervention plan is going to develop to improve the health of children under 5 years of age in the target rural area in India. The goal of the intervention plan is to decrease the prevalence of malnutrition among children under the age of 5 years. The behavioural change model has been chosen to track the changing behaviour of children in order to implement proper nutrition habits in them. The intervention plan of the Scaling Up Nutrition organisation for the improvement of the health of children is going to develop below

Task	Potential use of theory
Approach	A nutrition survey among children under 5 years of age in the area to observe their behaviour towards meals with nutrition
Implementation plan	Distribution of fundamental knowledge about nutrition by visiting door-to-door with a justifying and understandable nutrition plan and implementation of healthy gossip programs
Resources	Partnership with the local governmental parties for the better

	implementation of the campaign
Interest	Fun interaction with a healthy conversation among the people of the area and healthy activities
Evaluation	A survey after every campaign to capture the changing behaviour of the children towards nutrition

Table1: Nutrition intervention plan

(Source: self-created)

The approach that has been chosen to observe the nutritional behaviour of children in the area is the nutrition survey. Nutritional behaviour is strongly influenced by society and family practices. Observing the current behaviour would be the first step to make a proper implementation plan for the improvement of their health. The nutrition survey will be conducted by visiting door-to-door in that area to gain interaction with the locals. The behaviour of any person can be persuaded by factors such as motivation, capability and opportunity (Stephenson *et al.*, 2018). Visiting door-to-door for the survey will help the plan by observing the capability of the locals to adopt proper nutrition. Other factors such as motivation and opportunities are connected to the capability of an individual in the nutrition factor. When a person is capable to afford a better thing for himself, he tends to look for opportunities to get the thing and the search for the opportunities eventually becomes his motivation for achieving that particular thing (Dombrowski *et al.*, 2018). The survey will help the organisation to create new opportunities for the locals in order to develop their motivation towards adopting nutrition. The implementation plan for this project is going to include healthy gossip among the locals in that area to provide them with knowledge of nutrition. Along with the healthy gossip and distribution of knowledge, the implementation plan will include some healthy games for the children to gain their attention towards nutrition with fun and happiness. The fun and interactive games will help the organisation to develop better nutrition habits among children. It will also bring the campaign towards success with the participation of the locals with active support.

The project is going to have support from the local governmental parties for the implementation plan of the campaigns as it will help the organisation to improve the project without any interruption. The local parties will also campaign with gaining the internet from the local people. The campaign has been planned according to the interest of the children by observing their behaviour. Fun interaction with children will benefit the campaign to gain their interest in

the project. On the other hand, healthy gossip will the locals will benefit the project in gaining their interest in them. Apart from the support of the local governments, partnership with the local advertisement teams will also benefit the project by gaining the interest of the locals towards the project.

	² Project Summary	Indicators	Means of verification	Assumptions
Goal	20% decrease in the prevalence of malnutrition among children of the age under 5 years within 2 years	Nutrition level ¹ of children under the age of 5 years	Comparison of the nutrition level before and after the project	Improved health conditions prevent the body from diseases
Outcome	20% increase in the nutrition level of children	The nutrition level of children	Medical examination	Improved health conditions improve the energy level of children
Outputs	Benefit the health of children with nutritional help	The level of ¹ nutrition among children under the age of 5 years	Medical examination	Improved health conditions benefit children with proper growth
Activities	Health campaigns with healthy gossip with the locals and fun interactive games with children	Numbers of participation in the campaign	Participation records	Locals are interested in the project

Table 2: Logframe

(Source: self-created)

Question 3(b)

A flood is a natural disaster where the water flows temporarily onto the land which is generally dry. The phenomenon is quite common but it can be caused due to heavy rain, snow, failure of the dams, coastal storms, river overflowing, and surging of any storm (Boulange *et al.*, 2021). However, floods can be really dangerous causing loss of life and property. Floods at a large scale may cause huge destruction where they may demolish all kinds of property and construction objects like buildings, bridges, cars, houses, trees, and so on.

The primary effect of flooding is the loss of life and property causing deaths, casualties and damage to the structures and buildings and sewerage systems at large scale. They may also cause disruption of electrical transmission and generation of power which results in the non-functioning of water treatment plants (Merz *et al.*, 2021). This further amounts to the lack of clean water and thereby resulting in waterborne diseases like typhoid, jaundice, cholera, giardia and many more. Flood waters also spread to the farmlands disrupting the workability of the land, shortage of food for humans and farm animals and also loss of existing harvest.

The other primary effects of flooding include the health effects which are caused due to flooding. Floods are natural disasters which cause fatalities majorly due to drowning. The other reasons for fatalities occur in the aftermath of the phenomena which are starving, waterborne and communicable diseases like cholera, hepatitis B, hepatitis A, typhoid, and other gastrointestinal diseases (Brunner *et al.*, 2021). Urban flooding leads to the growth of indoor mould leading to respiratory problems and other fungal contamination (O'Donnell and Thorne, 2020). The infestation of insects like mosquitoes on the still water bodies after the occurrence of flood leads to malaria, dengue, yellow fever, and West Nile.

The victims of flood also suffer from deep psychosocial integrity where people suffer hugely from losses and stress causing depression and anxiety problems in the victims (Matthews *et al.*, 2019). Thus, it is the long-term impact of floods which people take months or even years to get treated.

As a humanitarian organisation, the help provided ⁴ can be divided into three stages of floods: the first stage is the period during the occurrence of the disaster. The first response when the flood occurs is to identify the area where the flood has occurred and also bifurcate the type of land where the flood is occurring. Further, the area must be identified if there is any farmland or any agricultural land close to the flood area. Meanwhile, raise a fundraiser program to ensure enough capital for the supply of relief goods and supplies to the victims. The second stage is

the first month after the flooding has stopped. During this stage, the victims require the utmost care and relief. They have lost the lives of their close ones and also property. The issues relating to the shortage of food, shelter, and clothing are maximum. The victims have lost all their belongings in the flood and thus, as an organisation, our approach would be to provide immediate relief in the form of donations and relief kits to the victims. Further, victims with small children or pregnant women would require extra help to ensure the child is fed well and is set up in a clean area so that the child is stationed in a clean and sanitised environment (Kang and Choi, 2021). Further, the old people are at maximum risk as they would have gotten injured and would require immediate medical attention including first aid. The third stage is the period of time after the first month and up to 6 months afterwards. During this period the relief would be mostly related to the after-effects of the flood. The victims would have now settled to rebuild their lives. Further, water contamination and fungal contamination would cause various waterborne diseases and also fungal-respiratory problems which would require to be addressed via social awareness programs and driving people to live in a clean environment and use only clean water. The avoiding of potholes, or still water bodies maintaining proper sanitisation and also, ensuring a clean and healthy environment. Apart from social awareness programs, various reliefs may be provided to the people teaching them about cleanliness and sanitation being the most important measures post-disaster. The long-term effects of the flood include economic hardships, cost of rebuilding, shortage of food, and inflation as common after-effects of flooding (Beltran, Maddison and Elliot, 2019). These also cause psychological issues in the victims as people suffering from the secondary impacts have to start their life from ground zero and may suffer various other struggles the way ahead of themselves (Lemée *et al.*, 2019). Thus they would require psychosociological help in order to overcome any depression or anxiety issues after losing their close ones and belongings and starting their entire life from the beginning.

The mentioned steps are supposed to be helpful in the context of the development of various prospects related to the mitigation of the problems. Apart from this, the mentioned prospects are supposed to be helpful in the context of mitigating the problems of flood in Australia in an effective manner.

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