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**Title:** Tobacco Plain Packaging

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Description and critique of health promotion campaign

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Dual Diagnosis

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## **Introduction**

Dual diagnosis is related to drug, alcohol and mental illness problem, which is added to complexity of diagnosis, treatment and recovery (Rady et al., 2013). These complexities also response to the severity of illness, physical and social impact such as isolation, infection, violence, suicidal ideation and many more (Drake & Green, 2013). Additionally, tobacco and alcohol are the most common in Australia; and tobacco is one of the remedial issue in the world (Bruno, Alati & Burns, 2016). Particularly, clinicians are part of significant role in advocating and assisting patients to discourage and quit smoking initiation (Toll et al., 2014).

The aim of this essay is to portray about tobacco plain packaging in several different campaigns that associate with criticising and analysing the pattern and prevalence of harm. According to the tobacco case, the essay also demonstrates and considering in how this drug is progressed through out using process, as well as the treatment options and other health promotion strategies outcome that will provide to the target audiences and other global group.

## **Tobacco plain packaging campaign**

Tobacco brand packaging has been increased the initiation of smoking for many young adults from the age of eighteen to twenty-four, which this still remains a serious cause to the public health issue (Gill et al., 2012). According to the researchers stated that young people had more negative impressions of plain cigarettes packaging compare to the brand packs (Skaczkowski et al., 2018). Moreover, the plain packages are boring and old fashioned to the consumers, while brands packages tend to be aspirations to their symbolic value as

well as the quality of functional products that attract to their utility (Currow & Dessaix, 2011; Hammond et al., 2013). From this evidence suggests that tobacco plain packaging can reduce the positive perceptions of smoking and to reduce young adult smokers' behaviours (Lancet, 2012).

Regarding to Gill et al. (2012), expose how tobacco branding and tobacco of plain packaging has replaced with larger warnings symbolic status to the users by illustrating the tobacco as a toxic product. Despite to the plain packaging, the health campaigners should be consistently promoting with the benefit to the community and society, even the commercial is opposed to the powerful interests of children; in order to diminish the massive global implication of tobacco usages (Chapman & Daube, 2014)

### **Drug and treatment**

Tobacco contain addictive chemical known as nicotine (Lauterbach, Joza & Rickert, 2011). It works by the rush of adrenaline, which increase the dopamine and the excitation of the brain chemical, when the cigarette smoke has been inhaled or absorbed in to the bloodstream (Rubinstein et al., 2011). Moreover, an addition of tobacco person tends to chew or smoke after every meal or after without using for a long period of time (Lindstrom et al., 2013). Some people even give up not to attend the activities where smoking is prohibited and some still ongoing smoking despite to the affect of their health; and also, some consumers used tobacco products to reduce their stress mode (Lindstrom et al., 2013). In addition, the main withdrawal symptoms of tobacco user include sweating, rapid heart rate, shaky hands, mood or behaviour changes, anxiety and depression (Leventhal et al., 2013).

Furthermore, the treatment and withdrawal of tobacco addiction can be contributed in many different way (Leischow et al., 2016). Nonetheless, this treatment can be difficult to manage because the ritual of smoking could cause the user to a relapse, even though after a long cease of cigarette smoking (Leischow et al., 2016). The treatment of tobacco addiction includes nicotine patch and nicotine gum replacement therapy, the used of nicotine inhalers or sprays, other antidepressant medication, and psychological as well as behavioural treatments (Kostygina, England & Ling, 2016).

#### Nicotine Patch

Nicotine patch is one of the most common replacement therapy despite to the consumer who attempts to quit smoking or using tobacco (Baker et al., 2016). This patch appears as a small sticker bandage that generally apply to the back or arm and delivers low amount of nicotine level to the body; which gradually wean the body off from this drug (Baker et al., 2016).

#### Nicotine Gum

Nicotine Gum is another replacement form of nicotine therapy that help with the fixation of chewing or smoking (Stead et al., 2012). So, the gum passages down with small amount of nicotine doses in the body to reduce the cravings (Stead et al., 2012).

#### Spray or inhaler

Spray or inhaler of nicotine help reduce the nicotine doses by sending into to the lungs without the use of tobacco; and this are widely available over the counter (Stapleton & Sutherland, 2011).

#### Behavioural treatments

The most effective psychological methods for tobacco addictive cessation are neuro linguistic programming, cognitive behavioural therapy and hypnotherapy (Herie et al., 2012).

These combination of methods help the change of consumer thought of addiction, as well as alter their behaviour or feelings that cause by the use of tobacco which associates with their brain system (Herie et al., 2012).

### **Effectiveness of campaign**

The effectiveness program of tobacco cessation depends on the more campaign of implemented program, the more successful it will be with the use of multiple interventions (Schult et al., 2016). These include the determine of employee survey for the level of tobacco use and the percentage of employee baseline with health condition associated with cancer, stroke, heart disease, lung condition and respiratory illness. Despite to the health promotion, it is also benefit to evaluate the employee for the current knowledge of tobacco use cessation by developing a training of new tobacco cessation program with policies at the workplace (Schult,2016).

### **Conclusion**

Dual diagnosis evolves with effective development strategies for treatment, prevention and recovery. According to the tobacco plain packaging campaign suggest that consumer have low cigarette smoking attractive and also reducing young adult smoker behaviour. Generally, tobacco is an addictive substance that contains nicotine chemical in it. It can cause health condition such as heart disease, stroke, lung and respiratory illness, kidneys problem and many more. There are several type of treatment for tobacco use cessation such as nicotine patch, nicotine gum, nicotine inhaler or nicotine spray. These methodologies help consumers with reducing tobacco use by delivering the low nicotine doses to the body.

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Furthermore, there are some effective interventions for tobacco cessation with relation to the employee and the development of training for the new tobacco cessation policies and program.

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