

Health Hackathon 2024



The Reality of Electronic Device Addiction

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Digital Detox
A Youth Campaign

Main Points

Why are we addressing this issue?

- Affects and consequences of our issue

Action 1: marketing

- How we are going to use social media to market

Action 2: Collaboration

- Organising events and collaborating with various organisations to attract people and make a change

Our influence.

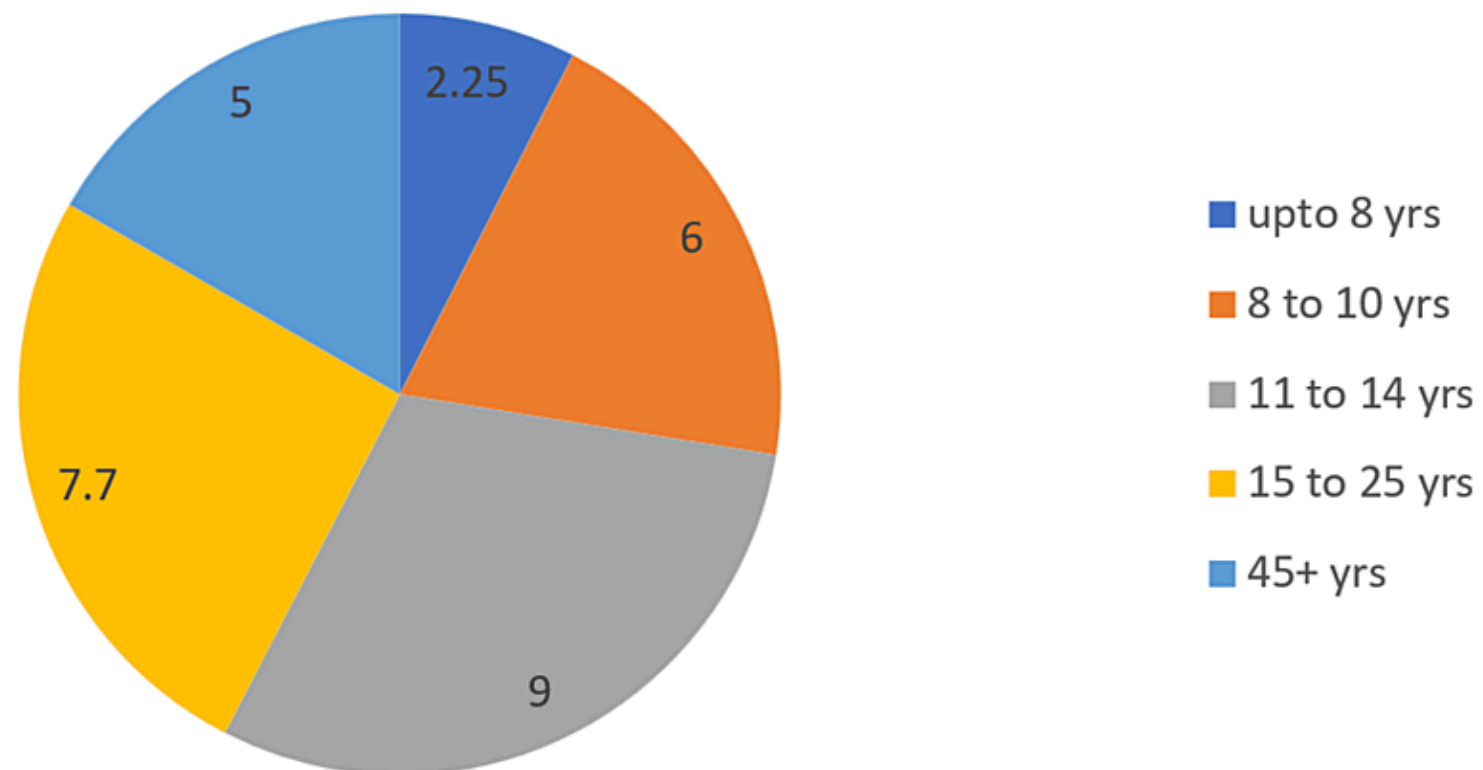
- What influence have we made in the end and how effective were we?

O2 - WHY ARE WE ATTEMPTING TO ADDRESS THIS ISSUE?

Daily screen time has a huge affect on people, especially teenagers.

- **Visionary:**
 - Digital eye strain
 - Dry eyes
 - Blurred vision
 - Myopia (nearsightedness)
 - Blue light exposure

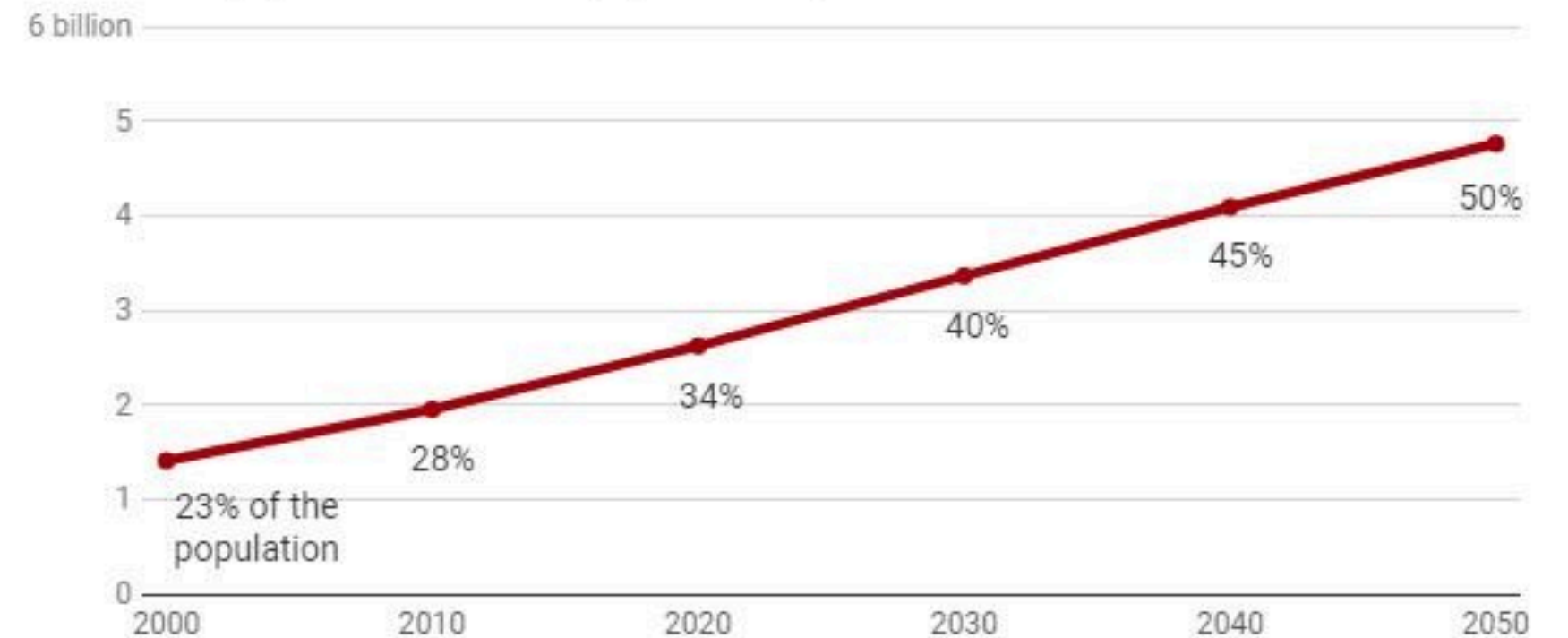
SCREEN TIME USAGE IN HOURS



Myopia is becoming more common

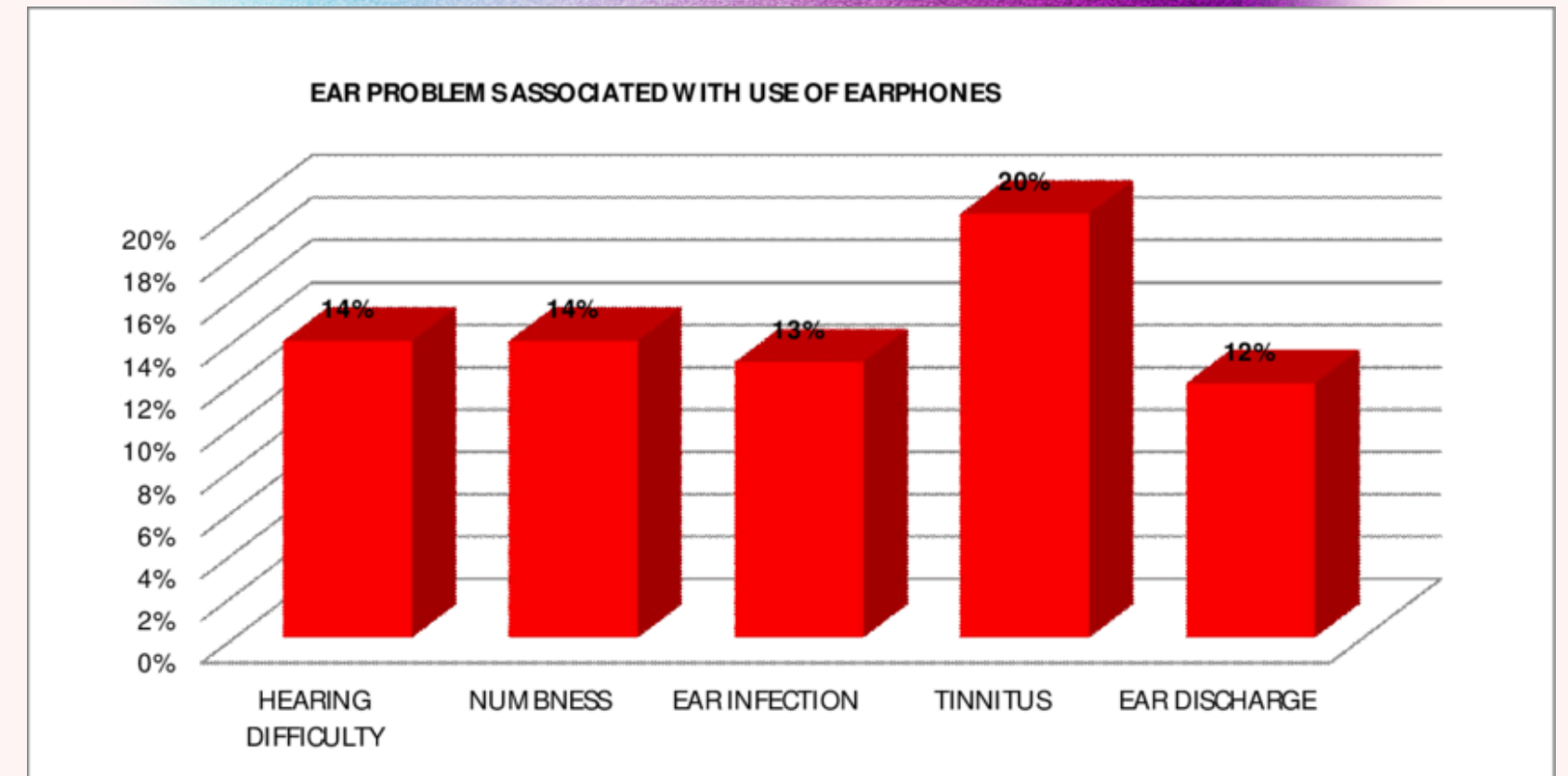
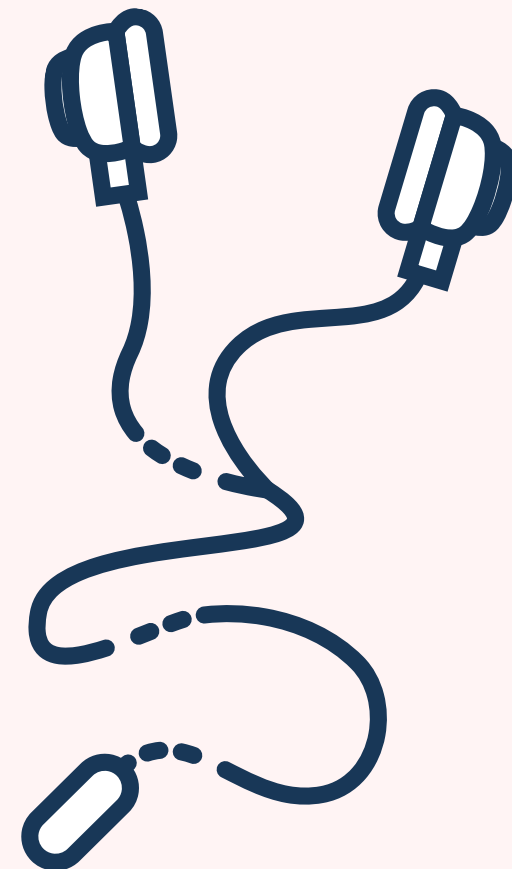
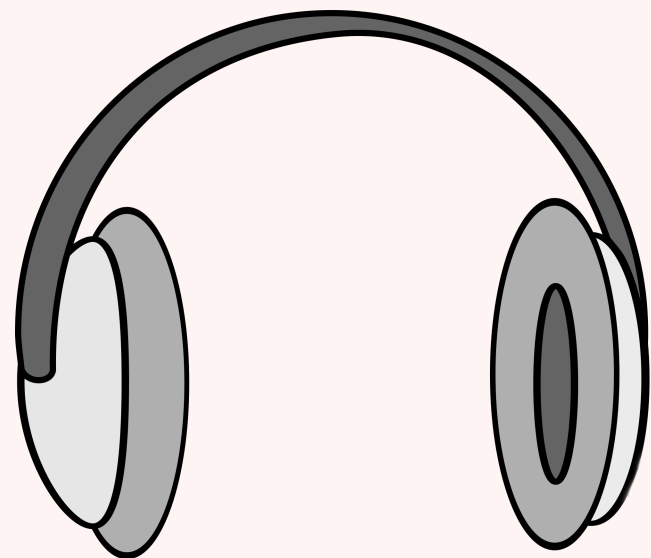
The number of people worldwide with myopia, or nearsightedness, has been rising, and that trend is projected to continue.

— Number of people estimated to have myopia worldwide, in billions



O2 - WHY ARE WE ATTEMPTING TO ADDRESS THIS ISSUE?

- Auditory
 - Hearing loss
 - Tinnitus
 - Ear infections
 - Earwax buildup
 - Ear pain

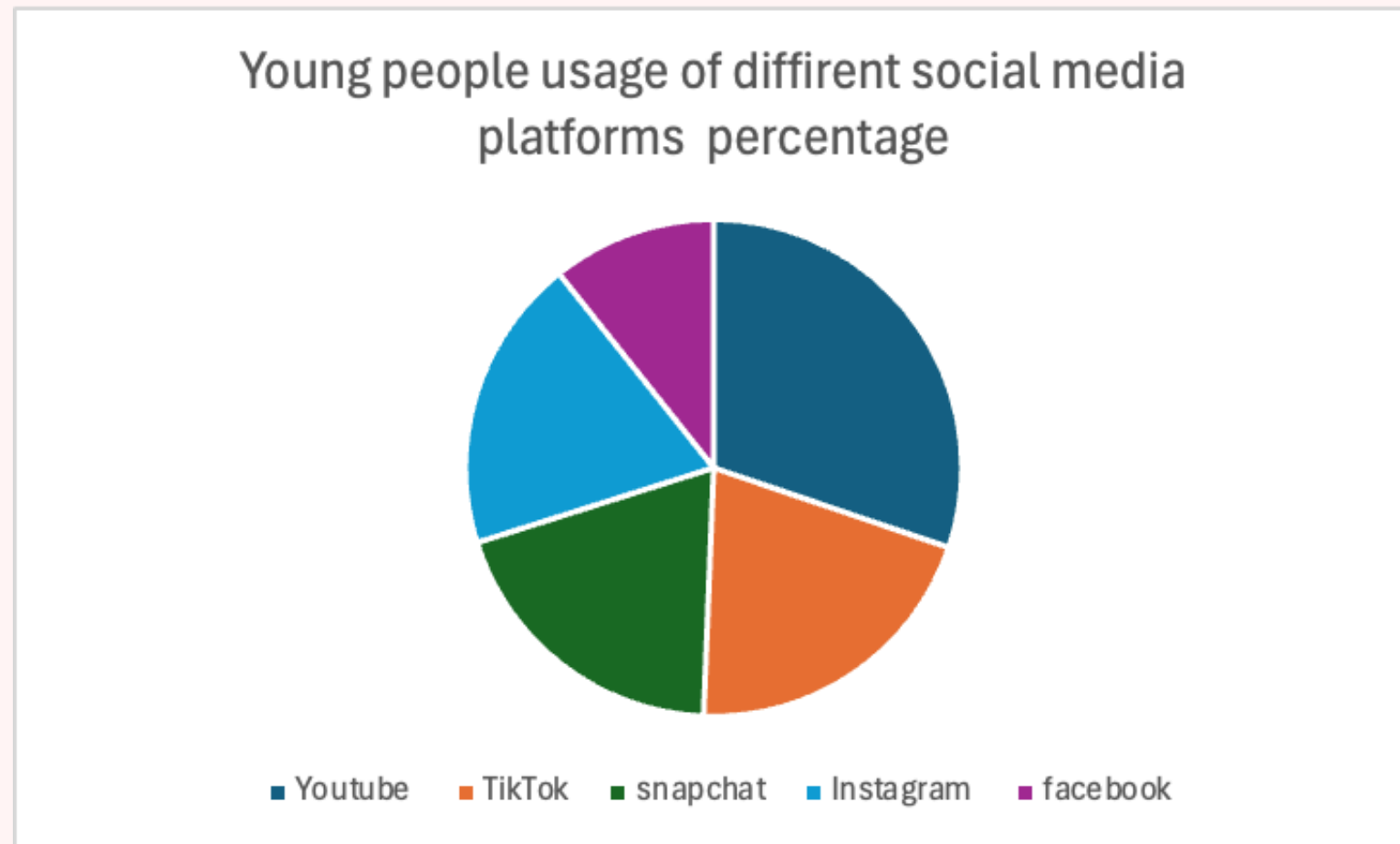


According to research, many auditory disorders are associated with earphone usage.



The capacity of human healthy hearing is 70 decibels, while earphones have the average sound levels of 95 decibels.

03 - SO WHY MARKET ON INSTAGRAM?



Statistics given by Act for youth



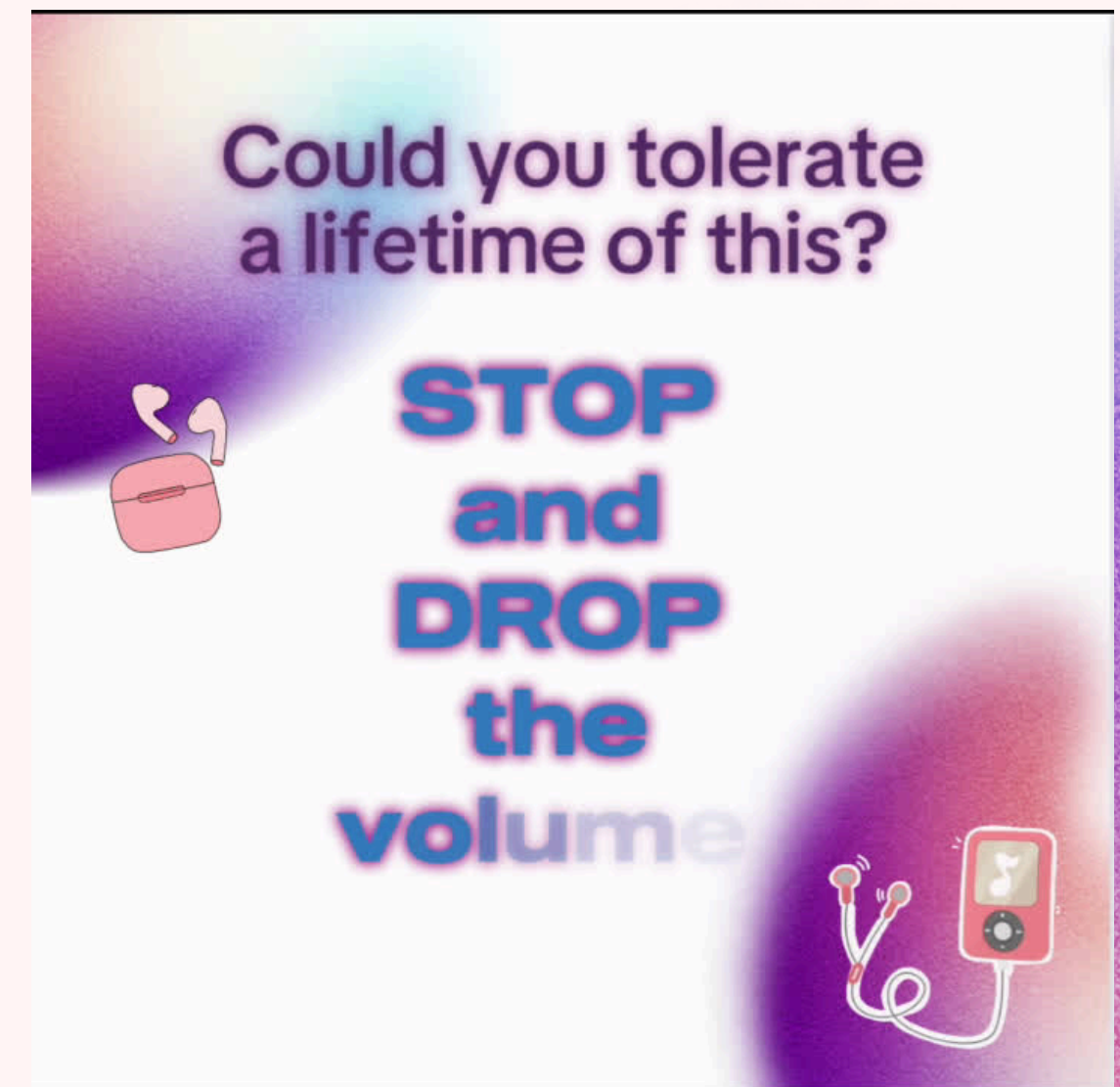
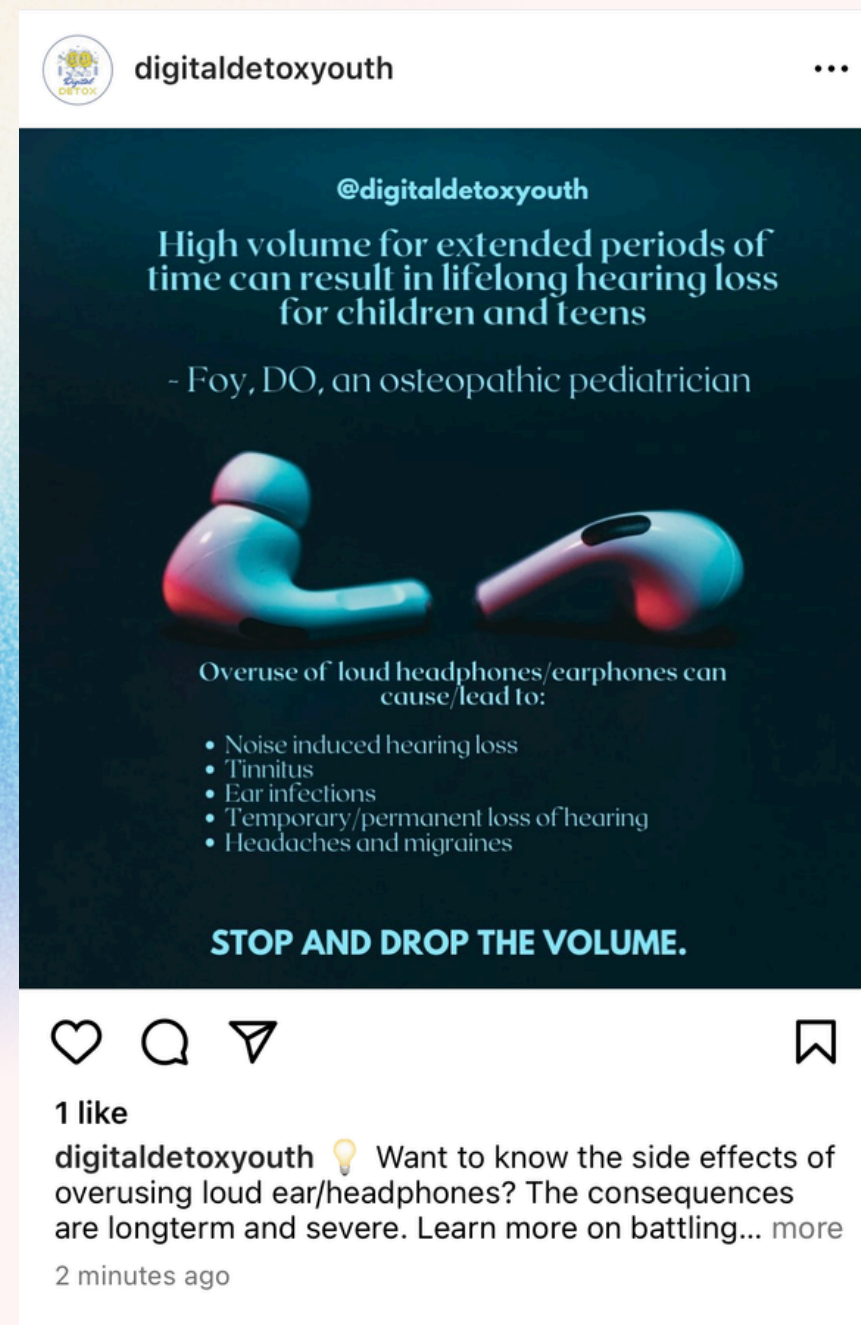
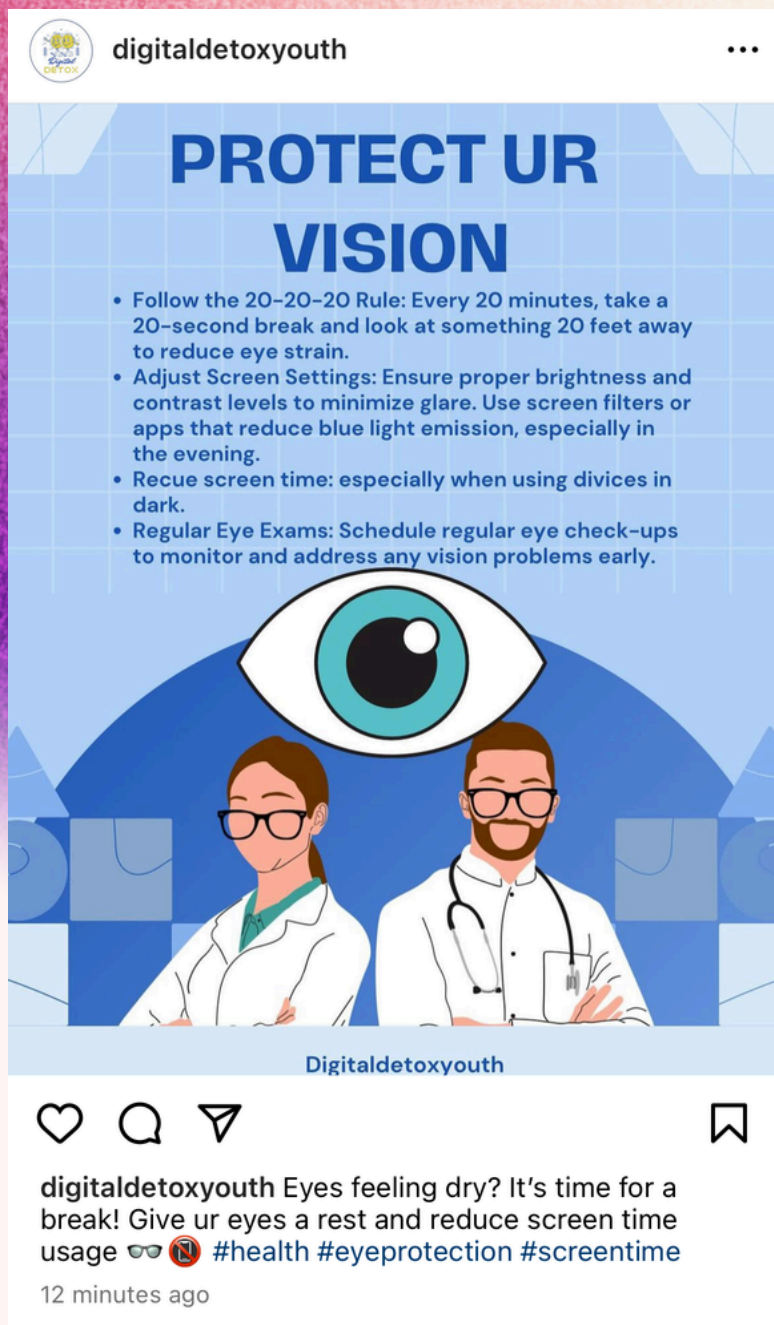
Popularity Among Target Age Group:

- 2.4 billion active users on Instagram
- Significant portion aged 13 to 25
- High daily involvement rates for this age group
- Ensures our message reaches those most at risk

Visual Nature of Platform:

- Ideal for using images, infographics, and videos
- Visual content enhances engagement
- Infographics can illustrate the impact of screen time effectively
- Videos can demonstrate activities or tips to reduce screen time

How We Marketed on Instagram



O4 - EVENTS & APP AFFILIATIONS

“It’s not just about limiting screen time; it’s about teaching kids to develop good habits in real life As well as managing their screen time.”

- Cynthia Crossley

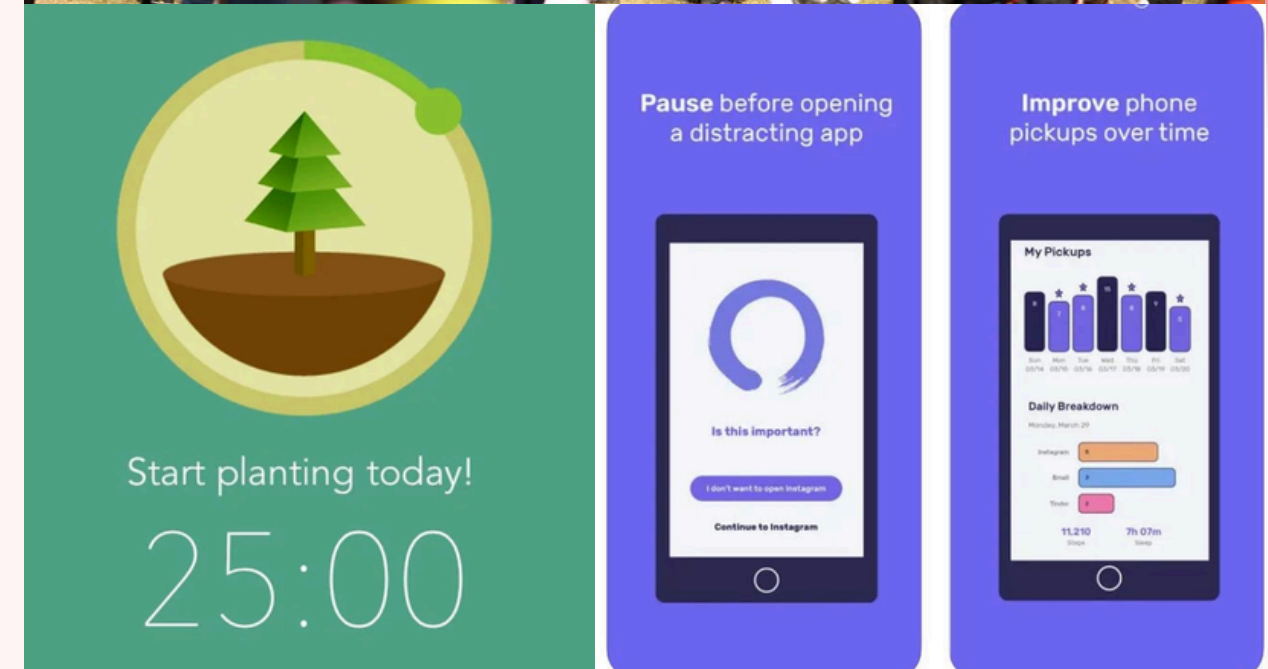
Our aim can be accomplished through the development of external affiliations such as...

Partnerships with local events and festivals:

- Setting up stalls → fosters bonds which could be encouragement outside of our marketing project.

Advertisement and collaboration with screen time reduction apps:

- Use apps to push forward our campaign



05- THE OPTIMAL INFLUENCE OF THE CAMPAIGN

The ultimate end goal is to empower our young audience to:

- develop healthier digital habits,
- prioritise their well-being
- understand the issues which come alongside.

As the campaign gains traction, we expect to see:

- a decrease in technology addiction rates
- improved mental health outcomes, and
- larger amount of people participating in activities outside of technology.



Percentage of students screentime before and after Digital Detox





Thank You