

THE IMPACT OF DIGITAL PLATFORMS IN PROMOTING HEALTH: AN ANALYSIS OF PERCEPTIONS ON A HEALTHY LIFESTYLE IN THE REPUBLIC OF MOLDOVA

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Abstract. The primary purpose of this study is to gauge how digital platforms are able to contribute to public health and healthy lifestyles within the Republic of Moldova. Health related behaviors have become more simplified with platforms like social media, mobile applications or even the internet emerging as some of the most effective mechanism through which the general public can access them. This research seeks to examine from a public standpoint by relying on information provided using data collected from 253 respondents their attitudes. Towards healthy living; most preferred sources through which they would want such information should be disseminated as well as how ready they seem toward joining such campaigns. According to the results, those who participated were much willing to change their way of living in order to lead healthier lives than before, this meant therefore that there were specific expectations they had contributed to using the online means they were suggesting through making sure there was active engagement. The findings further illustrate the promise of digital platforms' effectiveness for public health interventions; they provide smart communication solutions linked to modern media consumption dynamics. The study applies digital marketing, recommending when it is necessary to have public health campaigns among people who are always online and use their smartphones to foster a proactive health conscious culture that instills health in everyday decisions. This research provides insight into how the digital can be used for promoting better health in Moldova. Such researches help us a lot concerning the shifting health-oriented landscape in Moldova; we can distinguish the main strategic focus of digital platforms within the framework of maintaining sustainable health behaviors super easily by this means. The paper is developed in the context of the realization 'Strengthening socio-economic and legal mechanisms to ensure the well-being and security of the citizens' (CONSEJ 01.05.02).

Keywords: digital platforms, health promotion, healthy lifestyle, public health, social media, mobile applications, online resources, health behaviors, public engagement, personalized health information, digital marketing, health-conscious culture, sustainable health behaviors.

Abstract. Acest studiu investighează impactul platformelor digitale în promovarea sănătății și a unui stil de viață sănătos în Republica Moldova. În contextul transformării digitale, platformele precum rețelele sociale, aplicațiile mobile și resursele online au devenit instrumente esențiale pentru implicarea publicului în comportamente legate de sănătate. Folosind date colectate de la 253 de respondenți, această cercetare analizează percepțiile publicului asupra vieții sănătoase, sursele preferate de informații despre sănătate și disponibilitatea de a participa la campanii de sănătate. Rezultatele relevă un nivel ridicat de deschidere către adoptarea unui stil de viață mai sănătos, cu o preferință puternică pentru resursele digitale care oferă informații de sănătate accesibile, interactive și personalizate. Rezultatele subliniază potențialul platformelor digitale de a îmbunătăți inițiativele de sănătate publică, oferind strategii țintite care se aliniază cu tendințele moderne de consum media. Recomandările includ optimizarea strategiilor de sănătate publică prin marketing digital și colaborări cu profesioniști din domeniul sănătății pentru a promova o cultură proactivă și conștientă de sănătate. Această cercetare contribuie cu perspective valoroase asupra peisajului în evoluție al promovării sănătății în Moldova, evidențiind rolul strategic al platformelor digitale în susținerea comportamentelor sănătoase și durabile. Lucrarea este elaborată în cadrul proiectului „Consolidarea mecanismelor socio-economice și juridice de asigurare a bunăstării și securității cetățenilor” (CONSEJ 01.05.02).

Cuvinte cheie: platforme digitale, promovarea sănătății, stil de viață sănătos, sănătate publică, rețele sociale, aplicații mobile, resurse online, comportamente de sănătate, implicarea

publicului, informații de sănătate personalizate, marketing digital, cultură conștientă de sănătate, comportamente sănătoase durabile.

In the fast-paced world of digital technology mobile marketing has become a critical driver that influences how companies reach out to their customers. Smartphones are everywhere now; they provide us with 24/7 internet access and this has shifted from the traditional marketing paradigms, hence a closer look into the theoretical underpinning of this dynamic field. In this paper, the author will investigate mobile marketing strategies to demystify them over time, also considering the role played by content in driving engagement. To understand how marketing professionals have harnessed mobile platforms' unique attributes along its evolution path remains critical for one to comprehend.

What is more, content is really significant in terms of mobile marketing. In present times where attention span is short and consumer needs are constantly changing, developing compelling content that is relevant becomes very important for any success. This work ought to understand how content creation influences the choice of channel distribution as well as its reception by audiences within the mobile marketing space.

This exploration approaches issues through concepts rather than focusing on current trends or technology itself hoping to identify underlying principles influencing efficient mobile marketing strategies.

Mobile marketing constitutes mobile-optimized content, mobile-compatible websites and applications, and mobile advertising such as SMS marketing or push notifications in applications [5]. Leppaniemi, Sinisalo, and Karjaluoto conducted a study where different interpretations of 'mobile marketing' were investigated from various researches. They discovered that there is always an element of technology involved in these definitions as depicted by the recurrence with which these terms are linked to technology. One alternative version which does not depend excessively on technology would be: "The use of the mobile environment as a method of marketing communication" [10].

For communication, entertainment, business, and information purposes, mobile devices are progressively being used by consumers. More extensive and efficient communication is possible in recent years due to advanced technology and improved internet infrastructures, which has transformed the field of mobile marketing in a significant way. BlackBerry, iPhone, and Android phones have revolutionized mobile marketing through the progress made in messaging, communication techniques, multimedia and online business transactions. Any company that possesses its client's telephone number in the form of mobile phone contacts is able to provide them with such things as text messages, images, audio and video files which include gifs and Emojis among other things related to informing each one about new special offers [8].

For this reason, health promotion-focused mobile marketing strategies are built upon the ubiquitous nature and personalized features presented by mobile devices. In order to reach out with more direct and hard-hitting messages which will motivate people into adopting healthier living styles as well as making soundly informed decisions regarding their well-being, these techniques use targeted communications channels or those which have an impact.

In academia, this holistic strategy entails various communication routes, content types as well as interactive elements. The occasion for platforms that are content-rich in health education applications is ripe today; hence there is the need to develop in the same sphere since they have become very popular today, people would rather seek information on anything regarding health issues on these gadgets covering topics such as nutrition, exercise and preventive care. Among others there are other matters that will be addressed by this type of software possessing articles, videos and other materials intended for communicating ideas about health. Eventually, personalized learning will form part of its main feature whereby individuals can choose how they want their own health education program tailored according to different objectives within them based on personal preferences or current medical records [4].

Mobile applications for health promotion and wellness tracking leverage technology in both mobile devices and wearable devices in their design [1]. So, through mobile applications, it is now

possible to have virtual consultations on health issues with doctors or physicians who work remotely. Some telemedicine programs offer push notifications that remind patients about scheduled video calls. Predictive healthcare management is encouraged by this which makes telemedicine programs implement push notifications so that patients never miss out on any future video calls as per their arrangements.

So through mobile apps, it is now possible to have virtual consultations on health issues with doctors or physicians working remotely. Some telemedicine programs offer push notifications that remind patients about scheduled video calls. Predictive care management is encouraged by this, which makes telemedicine programs implement push notifications so that patients don't miss any upcoming video calls, according to their arrangements.

Social media platforms serve as an arena for health challenges, campaigns and sharing progress. Virtual communities within these platforms allow users to share their health journeys, exchange advice and offer mutual support.

Augmented reality (AR) features in health education apps provide users with engaging interactive simulations such as anatomy explorations or virtual fitness classes. In addition, AR functionalities allow users to scan products and receive immediate health-related information, fostering informed purchasing decisions.

Location-based services provide users with information about nearby health facilities, pharmacies and fitness centers. Location-specific promotions promote healthy food alternatives or discounts at local wellness facilities.

Essentially, effective mobile marketing strategies for health promotion in an academic setting recognize the imperative of providing personalized, engaging and informative content through various channels. These strategies aim to inspire individuals to actively adopt positive health behaviors and proactively manage their wellness [3].

Social marketing has become a powerful tool in promoting healthy health behaviors to achieve a healthier population [6]. Social marketing tactics can successfully promote better lives, such as increasing physical activity, adopting healthy eating habits, and quitting smoking, by integrating marketing approaches with a focus on social good.

As wearable devices gain popularity in the health and fitness space, their integration with mobile marketing presents new opportunities for health promotion. This section examines how wearables can improve the effectiveness of mobile marketing campaigns by providing real-time data, personalizing content, and promoting a more interactive and engaging user experience.

The integration of wearable devices with mobile marketing signifies a synergistic alliance, harnessing the potential of personal technologies to deliver personalized and real-time user engagements. Wearable devices such as smartwatches and fitness trackers have become ubiquitous, offering marketers new avenues for user interaction. This integration is marked by several prominent features.

While mobile marketing offers tremendous potential, it also raises challenges and ethical considerations, especially in the context of promoting a healthy lifestyle. This explores issues such as privacy concerns, data security and the responsibility of marketers to provide consumers with accurate and evidence-based information [9].

In this context of digital transformation and the influence of mobile platforms, the promotion of a healthy lifestyle in the Republic of Moldova is becoming increasingly interconnected with digital media. Mobile platforms not only enable quick access to information, but also offer personalized and interactive solutions that can motivate and influence users' health behaviors. This dynamic opens up new opportunities for public health strategies, utilizing the potential of technology to reach diverse groups and stimulate community engagement.

In order to better understand how citizens perceive these initiatives and how willing they are to adopt a healthy lifestyle, we applied a questionnaire that explores people's opinions, preferred information sources and health-related habits. The analysis of the responses to this questionnaire gives us a detailed picture of awareness, engagement in healthy activities and barriers to doing so,

thus providing useful insights for the development of better targeted digital health campaigns tailored to local needs.

In the face of modern public health challenges, the promotion of healthy lifestyles is a key objective to improve the overall well-being of the population in the Republic of Moldova [7]. Global trends suggest an urgent need to address non-communicable diseases and the lingering effects of the COVID-19 pandemic. Our study, conducted on a sample of 253 respondents, highlights healthy lifestyle preferences and behaviors, from information sources to participation in health promotion activities [2].

The sample of participants shows a diverse distribution by age, gender and education level, allowing for a comprehensive analysis of perceptions of healthy lifestyles. The majority of respondents are female (77.5%), and the dominant age segment is between 18 and 34 years, suggesting an increased openness of young people to public health initiatives. In terms of educational level, almost half of the participants have completed higher education or professional studies, reflecting the importance of education in shaping pro-health behavior.

This database gives us the opportunity to examine how the public accesses health information and to gain a deeper understanding of how digital health promotion strategies can be improved to reach a wider segment of the population.

Main information sources used by respondents to learn about healthy lifestyles in the context of health promotion through digital platforms. This analysis is relevant to the present research, which explores the impact of digital platforms on healthy lifestyles and reveals the public's preferences for different types of information channels.

The results show that the Internet (websites, blogs, social networks) is the main source of information, used by 54.2% of respondents. This reflects a global trend where digital platforms are becoming increasingly influential in disseminating health information. This popularity of the internet underlines the importance of developing effective digital health marketing strategies to reach the widest possible audience and encourage healthy behaviors.

Health professionals, such as doctors and nutritionists, are another significant source, preferred by 34.8% of participants. This suggests a high degree of trust in professionals for health-related information and points to the potential for collaboration between professionals and digital platforms to provide scientifically validated information, which could increase the effectiveness of health campaigns.

Traditional media (TV, radio, newspapers) are less used, indicating a possible shift in preferences from traditional to digital channels. This shift can be interpreted as an opportunity for the expansion of mobile and online marketing strategies in health promotion, as the public seems to be more open to receiving information via the internet and social networks.

The frequency of respondents' participation in health promotion events and programs organized in their community, a key aspect for assessing public engagement in public health initiatives and healthy lifestyle promotion. This analysis is closely related to the research theme, which explores the impact of digital platforms in health promotion and highlights their potential to motivate and encourage healthy behaviors through modern means.

The results show that almost one third of participants (30.4%) 'rarely' attend such events and 24.5% of respondents 'never' attend. These figures indicate a relatively low level of public involvement in local health initiatives, suggesting that traditional community-based health promotion is failing to attract a significant segment of the public. This underscores the need to explore and leverage new promotion channels, such as digital platforms, which can reach a wider audience and offer interactive and personalized health solutions.

In contrast, only a smaller percentage (13%) attend these events 'frequently', with an insignificant percentage of respondents indicating 'very frequent' attendance. This low participation could be attributed not only to limited accessibility, but also to the growing preference for online information, as highlighted in the previous analysis, where the Internet was the main source of health information.

These data support the importance of developing health promotion strategies tailored to modern consumer preferences. Digital platforms have the potential to facilitate the active engagement of users through easy access to information, personalized campaigns and stimulating interaction through social networks and mobile applications. The integration of these technologies could compensate for low engagement in physical events and create a new dynamic in health promotion, contributing to healthy lifestyles and improved well-being in the community.

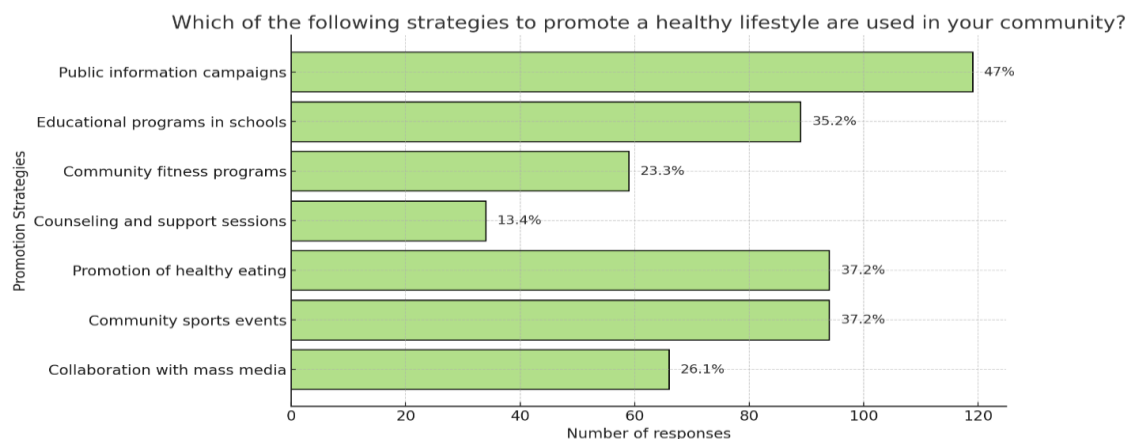


Fig. 1. Community strategies for promoting a healthy lifestyle - survey results

Source: Developed by the author based on quantitative research

The presented graph highlights the healthy lifestyle promotion strategies being used in the respondents' community. These results are relevant to the research theme, which analyzes the impact of digital platforms in health promotion and identifies ways in which traditional strategies can be complemented or enhanced by digital means.

The main strategy identified is "Public information campaigns", preferred by 47% of respondents. This emphasizes the essential role of information dissemination to raise health awareness. In this context, digital platforms can amplify these campaigns, making them more accessible and attractive to a wider audience, especially those who frequently use the internet for information.

"Educational programs in schools" and "Promoting healthy eating" are also significant strategies, selected by 35.2% and 37.2% of participants respectively. This suggests an openness towards early health education, which can be extended by the use of online resources such as e-learning platforms and educational apps dedicated to healthy lifestyle. Digital platforms can complement these educational programs by creating interactive materials to educate both young people and their parents, thus contributing to the adoption of healthy habits from early childhood.

"Community fitness programs" and "Community sporting events" have a lower representation of 23.3% and 37.2%, suggesting that there is an interest in physical activity, but limited involvement in organized events. Here, digital platforms can play a key role by promoting these events on social media and through mobile apps that can provide reminders and incentives for participation. The use of gamification technology can also increase interest and participation in physical activities through virtual rewards and online competitions.

"Media collaborations" are selected by 26.1% of respondents, suggesting that traditional methods of media promotion still have relevance, but could be enhanced through partnerships with digital influencers and interactive campaigns on social platforms.

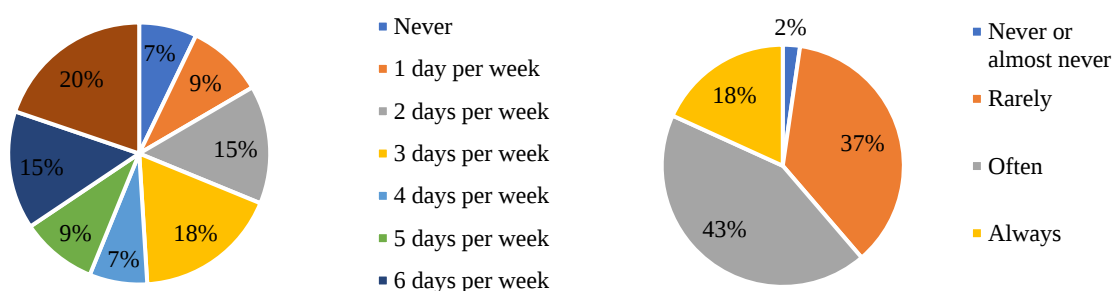


Fig. 2. Health habits and perceptions on physical activity frequency – survey findings
Source: Developed by the author based on quantitative research

The results of the questionnaire reveal a wide range of health habits and perceptions, indicating clear strategic directions for promoting a healthy lifestyle through digital platforms. For example, in terms of physical activity, only a quarter of participants exercise daily and a significant proportion say they do not exercise at all. This disparity shows that a considerable part of the population could benefit from digital campaigns to encourage and support active behavior. Online platforms and mobile apps could become an effective tool to provide daily reminders, accessible fitness programs or interactive challenges to attract and motivate users to become more active.

Fruit consumption is also a relevant indicator for population health. Although many respondents say they eat fruit frequently, it is not a consistent habit for the majority. This trend suggests that constant information through digital platforms could help reinforce this habit. Campaigns focusing on nutrition education and the benefits of eating fruit and vegetables every day can help change dietary preferences. Also, given that many respondents consume sweetened beverages on a regular basis, these campaigns could also offer healthy alternatives, highlighting the risks associated with frequent sugar consumption. Social platforms and health apps have the ability to deliver personalized messages that can influence dietary decisions in a positive and accessible way.

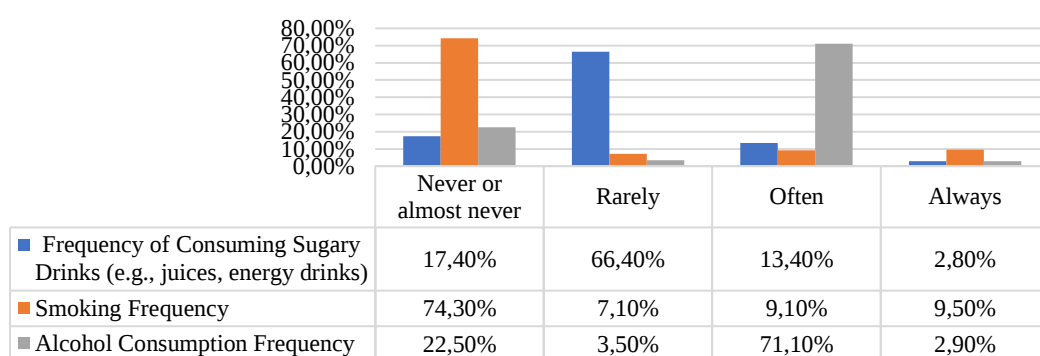


Fig. 3. Frequency of consumption for sugary drinks, smoking, and alcohol among participants

Source: Developed by the author based on quantitative research

In terms of smoking and alcohol consumption, the data suggest that a large percentage of respondents do not practise these habits or do so occasionally. However, the presence of such behaviors indicates the need for continued education on their risks. Digital platforms can facilitate access to accurate information and counseling resources to support the reduction of these habits, either through awareness campaigns or by partnering with health professionals to provide tailored advice and resources.

People are satisfied with their health although there is room for improvement, given that the majority of the respondents said they were “good” or “okay”, which is an indication that they are satisfied with their personal health status though there is a room for improvement especially for those who have not rated it as satisfactory. Digital platforms can become instrumental in promoting health

and wellness resources that address other life aspects from exercising to eating a balanced diet and stress management.

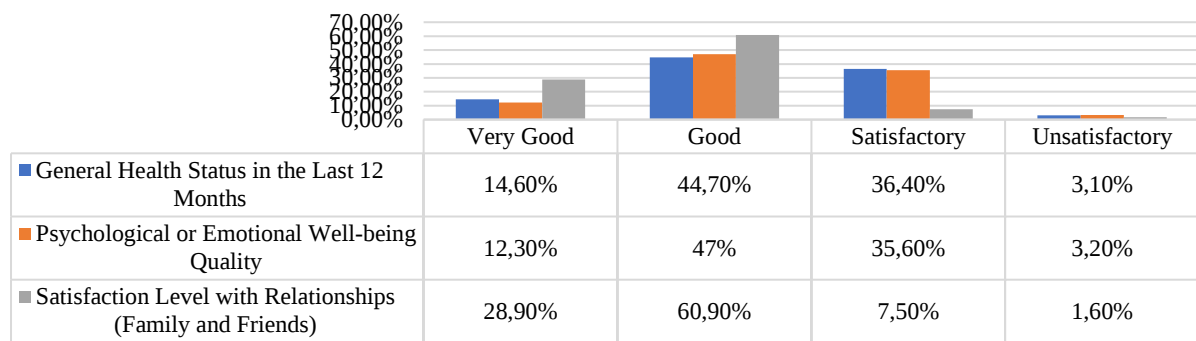


Fig. 4. Perceived health, emotional well-being, and relationship satisfaction levels

Source: Developed by the author based on quantitative research

An appraisal of mental health shows us other things about what the populations need (Xiao, Lim). There are many respondents who give a positive rating to life quality but there are also many who term it as ‘just acceptable’ or even ‘poor’. It is for this reason in particular why such mental health supportive materials like mindfulness programs or even stress management techniques through online counseling sessions can be easily derived from such an online source. It is evident that digital platforms will exhibit a positive relationship between them when concerning giving information and support that is emotional hence in enhancing mental health for society as a whole.

These findings suggest that digital platforms can significantly contribute to public health improvements by providing accessibility, interactivity, and personability. This will result in more tailored health campaigns through these platforms developed in terms of people’s established habits and what they really need; thus promoting a more comprehensive and effective approach to the maintenance of healthy habits among all individuals. These technologies could significantly change behaviors and create an accessible health culture aimed at prevention and sustainable well-being.

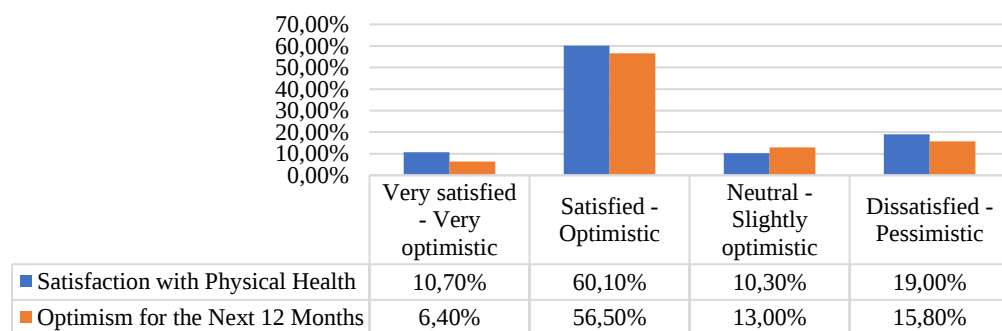


Fig. 5. Levels of physical health satisfaction and optimism for the next 12 months

Source: Developed by the author based on quantitative research

Analyzing the survey results regarding satisfaction with physical health and optimism for the next 12 months gives important findings for the study topic, which assesses the role of social media in promoting a healthy lifestyle. The greatest proportion of respondents i.e. 60.1% said they were "satisfied" with their physical health indicating that most of them are contented in general. But another 10.3% of respondents said they were “dissatisfied” and 19% remained “neutral”. This means that some fraction of our society is not enjoying good health which could be improved upon through other ways amongst them through use of digital platforms. Such individuals could benefit from these sites as they will be able to access healthy habits tips, workout programs or even get information about proper nutrition specific to their requirements. Besides this software designed for healthcare can also be used by an individual in tracking his own personal progress as well as setting goals about health though it would increase their satisfaction levels as well.

When it comes to optimism about future life changes about 56.5% respondents are “optimistic” about the next twelve months with 13% being “very optimistic” meaning that many people are ready for new things which may include a healthy lifestyle among others. All this creates a feeling of hope among the population that can be enhanced through social media which offers motivational materials aimed at improving one’s quality of life. On the other hand, there is also a category belonging to “pessimistic” or “slightly optimistic” members, totaling 24.1% who might need extra support for them to create self-assurance alongside motivation to achieve their health objectives. Online therapy tools together with stress management skills have potential significance in boosting hopefulness and attaining better standards of living.

These data imply that digital platforms have the ability to enhance both physical and psychological fitness among populations since they cater for diverse public needs on an individual basis. By doing so, health campaigns could hence increase in effectiveness as it would facilitate better perception and satisfaction with regard to one’s own health if they personalized resources as well as messages on health.

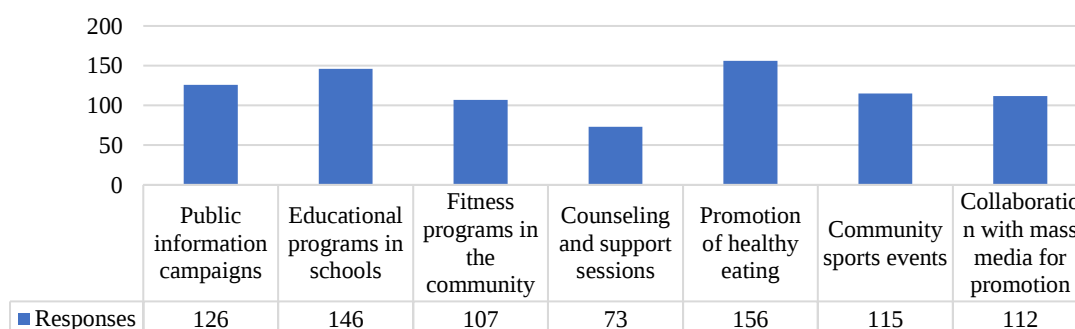


Fig. 6. Community strategies for promoting healthy lifestyles based on survey responses

Source: Developed by the author based on quantitative research

The survey results draw attention to the viewpoints of those who responded on effective ways for promoting a healthy living style as well as what role governmental institutions as well non-governmental organization can play in it; these are some important areas related to our study focus: the role played by digital platforms in the public health sphere.

As per participants’ opinions, “promoting healthy eating” and “educational programs in schools” were found out to be the most effective methods in promoting a healthier lifestyle with their percentages standing at 61.7% and 57.7% respectively. This means that our society values early education alongside access to nutrition information as key strategies meant towards improvement of health. These methods can be further developed through online platforms which are created so as to provide interactive educational materials about nutrition and health that are easily reachable.

This means that most of society can be reached by such campaigns; however, only a few people feel that campaigns from government agencies have greatly helped them. This is because those who have expressed their views concerning the use of state-run health communication channels in highlighting issues related to well-being argue that this is not the case since the majority finds them “moderately effective” or “ineffective” (43.1%). The notion reflects a belief in the importance of such efforts while recognizing that they may not always achieve desired outcomes. This would mean that through digital platforms they are able to customize messages and make information more accessible.

The idea behind NGOs’ contribution gives quite a mixed reaction yet slightly positive: “adequate” from 41.1 % and “good” at 28.9 % viewpoints. What this implies is that although appreciation exists for their work, room exists for making it more visible and having greater impact. The partnerships between NGOs collaborate with digital platforms in order to expand these ventures thus ensuring that diverse populations are targeted by health messages.

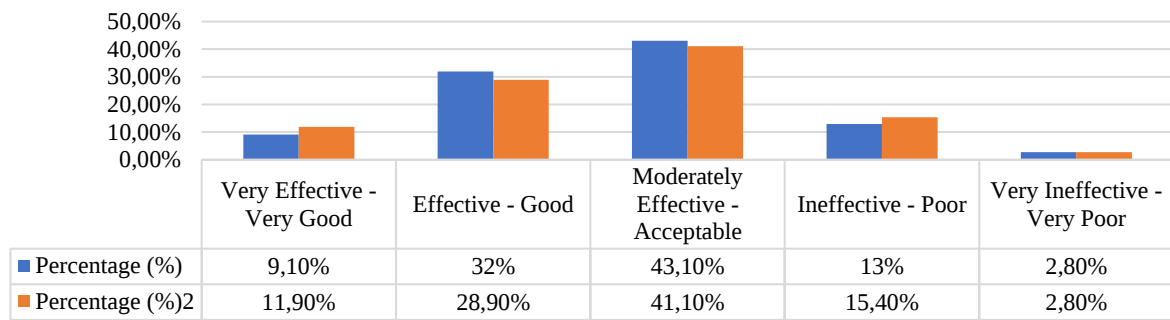


Fig. 7. Perceived effectiveness of health promotion strategies

Source: Developed by the author based on quantitative research

The necessity of exploring further roles played by digital technology in promoting conventional public health initiatives for more advance and increased efficiency can be seen from these findings. By integrating digital platforms, communication efforts about healthcare or health awareness programs, as well as initiatives by non-governmental organizations will become more accessible and interactive, and in this way, they will better address specific needs of the population while encouraging them to adopt healthier behaviors.

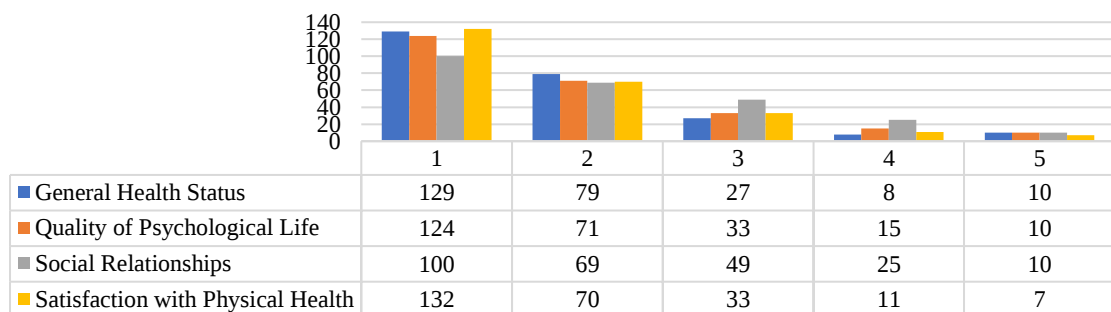


Fig. 8. Ratings of general health, psychological life quality, social relationships, and physical health satisfaction

Source: Developed by the author based on quantitative research

The results of the study were very insightful regarding how people view the relationship between exercise, diet and stress management with their health at different levels. In addition, how they see other digital platforms playing a role in wellness was equally important according to the survey.

The physical condition associated with general well-being is mainly attributed to regular sporting activities with respondents ranking this at between 4-5 out of 5 in terms of its significance. This suggests an increased understanding of how exercise benefits extend beyond just physical aspects to cover mental health improvements or quality of life as well. In this regard putting up exercise training programs on social media platforms appears to be an appropriate step in achieving an active life-style especially when they are personalized and can easily be accessed thereby increasing adherence as well as engagement.

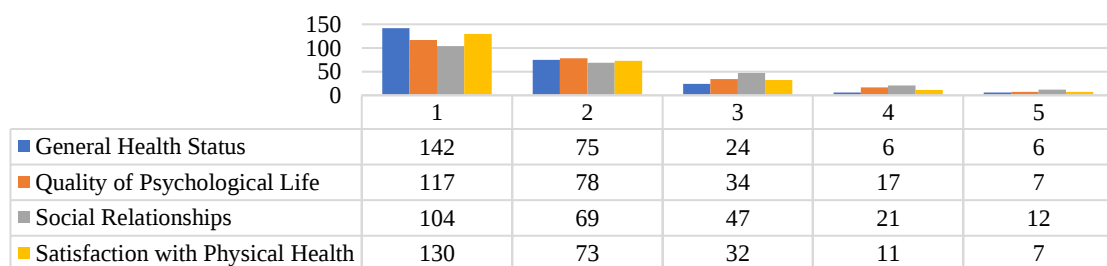


Fig. 9. Participant ratings of health status, psychological well-being, social relationships, and physical health satisfaction

Source: Developed by the author based on quantitative research

Having a healthy diet is seen as an important factor in someone's physical and mental health and their general sense of wellbeing. Most people think that eating well helps them feel good physically and emotionally, although it may not have much effect upon their relationships with others. This shows recognition that food is linked to whole body wellness also implying consequent necessity for promoting web-based dietary education. To aid the formation of future healthy habits, it could involve providing scientifically backed diet advice through various internet utilities.

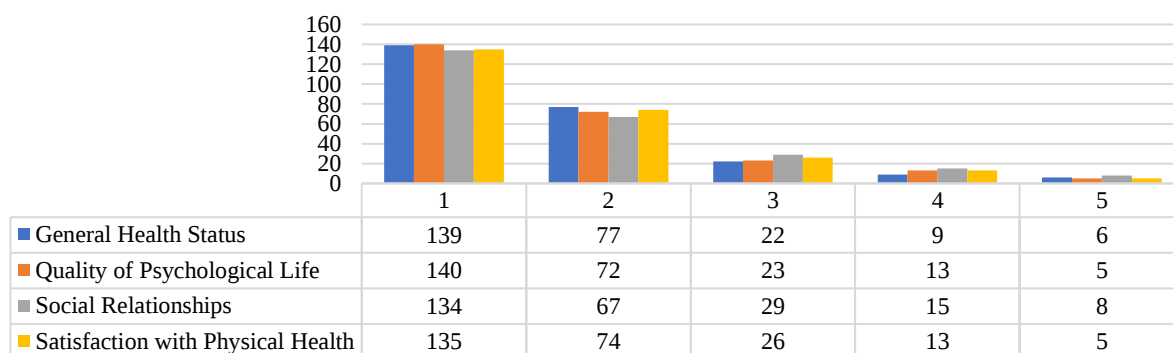


Fig. 10. Survey results on health, psychological well-being, social relationships, and physical health satisfaction

Source: Developed by the author based on quantitative research

Highly influential means of managing psychological tension highlights the significance of mental health in maintaining balance in life as a whole. It is important to note how essential it is for people who took part in the survey to think about reducing their stress levels because this negatively affects their bodies as well as relating well with others. The implications of such a finding imply that mental well-being services should also be incorporated into any general healthcare promotion efforts using online channels for example through mindfulness applications, guided relaxation sessions among other things targeting stress reduction techniques. Thereby making health related information readily available emotionally support systems online platforms could help in digitalizing resources on this aspect thereby improving one's lifestyle.

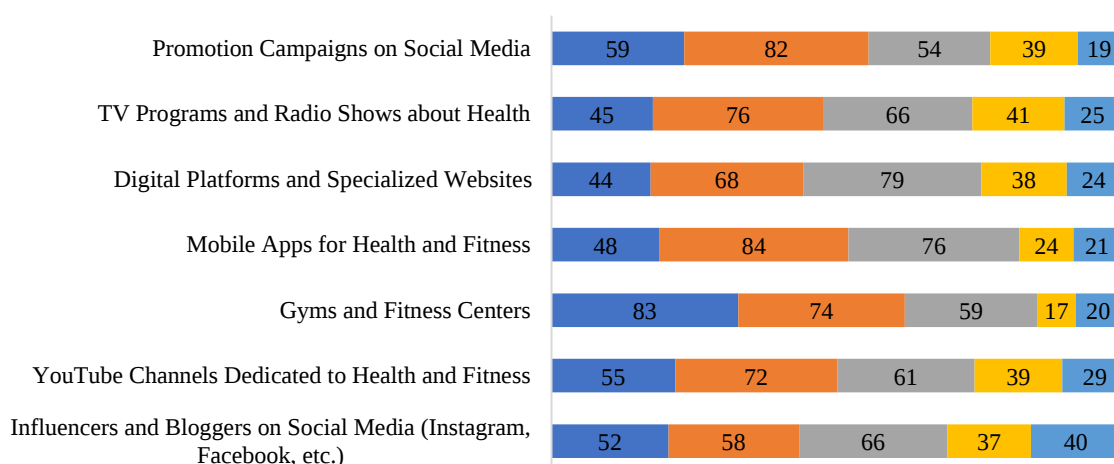


Fig. 11. Perceived effectiveness of various platforms in promoting a healthy lifestyle

Source: Developed by the author based on quantitative research

Participants in a survey regarding the effectiveness of a number of sources and digital platforms in promoting a healthy lifestyle, specifically pointed to social media campaigns on health promotion, gyms with fitness centers and mobile health/fitness apps. Thus, they can help people to communicate better and have access to active and healthy living resources. Its widespread acceptance shows that

they provide user-friendly real-time interfaces that are customizable to contemporary digital consumption trends and that could be crucial factors for helping people stick to healthy behaviors.

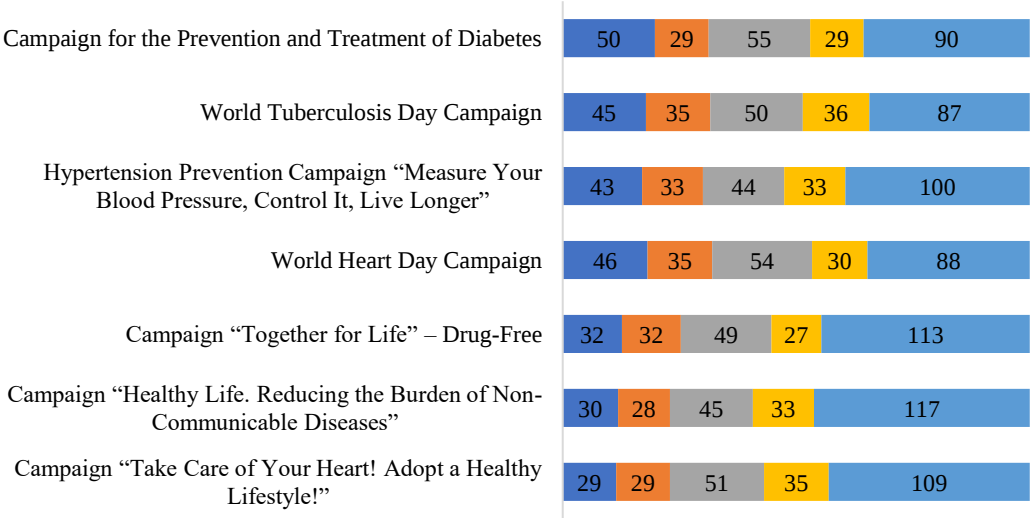


Fig. 12. Effectiveness of health awareness campaigns on various health issues
Source: Developed by the author based on quantitative research

By attributing the strong influence of the social networks, YouTube channels, and mobile applications, it means that there is a significant revolution on how people relate to health information where visual, interactive, digitally accessible formats are preferred to traditional methods. This transition points out an enormous possibility for growth of health campaigns through digitalized platforms that target large and varied populations besides offering individualized and integrative experience which will in turn lead to more engagements as well as facilitate change in behavior.

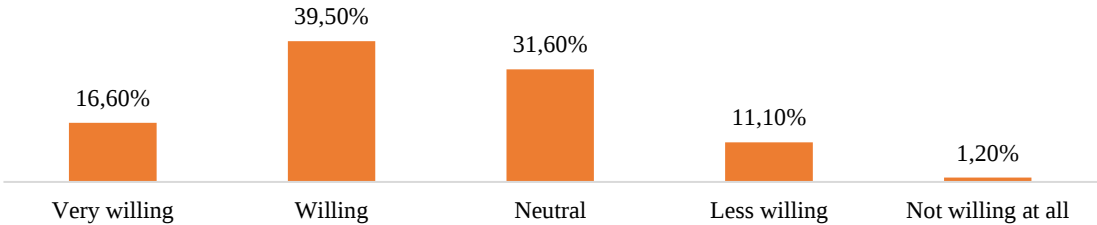


Fig. 13. Willingness of participants to engage with health campaigns
Source: Developed by the author based on quantitative research

Based on the feedback we gathered, many of the surveyed people do not know much about the health campaigns that Moldova’s Ministry of Health and some non-governmental organizations run to promote healthier lifestyles. In fact the majority of comments for any specific campaign or organization indicate either ignorance (“not familiar at all”) or only slight recognition thereof which probably means that these activities remain very low key even within their communities.

When transformed into digital platforms this could improve people’s understanding across different channels leading to better awareness creation while enabling larger citizens’ involvement in health promotion behaviors. Reports of willingness by respondents show a high interest among them for healthy living crusades as some individuals said they are “very” or “willing” to take part: this 56.1% figure can be seen as an indicator that the public may be motivated to engage actively in health campaigns. So amidst ignorance of ongoing drives there is readiness for participation, so much so because matters related to well-being are always of great interest to many individuals for all times.

The Ministry of Health and NGOs should seize this strategic opportunity to use digital platforms to increase awareness and engagement. By allowing fast and broad communication, the Internet-

based channels could lead to better meet the media consumption preferences of the current population, thus making health information more visible and accessible.

In other words, the evidence indicates that deployed digital platforms can substantially help enhance public understanding on health campaigns as well as organizations besides getting people involved in promoting reformation programs concerning their health status. Such an approach when combined with leveraging for digital campaigns with influencers and other reliable sources using social media could amplify its impact thus leading into a health-conscious society within Moldova.

Analysis of the survey findings signals substantive willingness among respondents to support and involve themselves in health promotion programs with a better attitude towards setting aside resources they need and changing own standard of living for better living.

When it comes to what resources respondents would like to contribute towards supporting any given health campaign, most prefer giving their time (31.6%), followed by promoting using social media (27.7%) and personal effort signaled through volunteering (17.4%). This implies openness to active engagement through participating at events or promoting online on digital platforms. Since people are increasingly turning to social networks and other digital channels for information, this desire can be tapped as part of an overall so that a single digital campaign focused on creating community awareness and participation can be created.

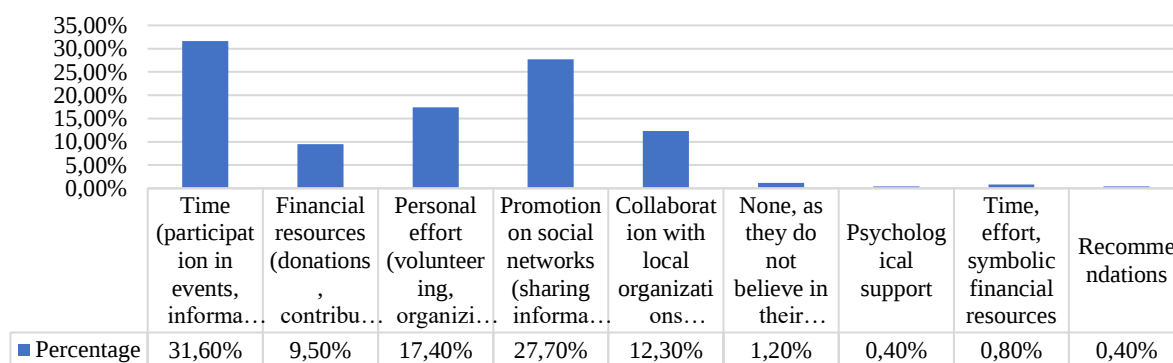


Fig. 14. Resources willing to be allocated by participants to support a healthy lifestyle promotion campaign

Source: Developed by the author based on quantitative research

As far as personal lifestyle changes are concerned, almost 85% of respondents are “very willing” or “willing” to adjust it in order to adopt a healthier way of life, which points to a strong internal drive. If we look closely at some of the proposed modifications that would suit them best, people would like to become more physically active than they usually are (71.5%) or rather start eating more healthily (72.7%). It means supporters of this kind of approach are well informed about the importance of active living in addition to taking proper nutrition implying any measures geared towards such directions should get good reception from them.

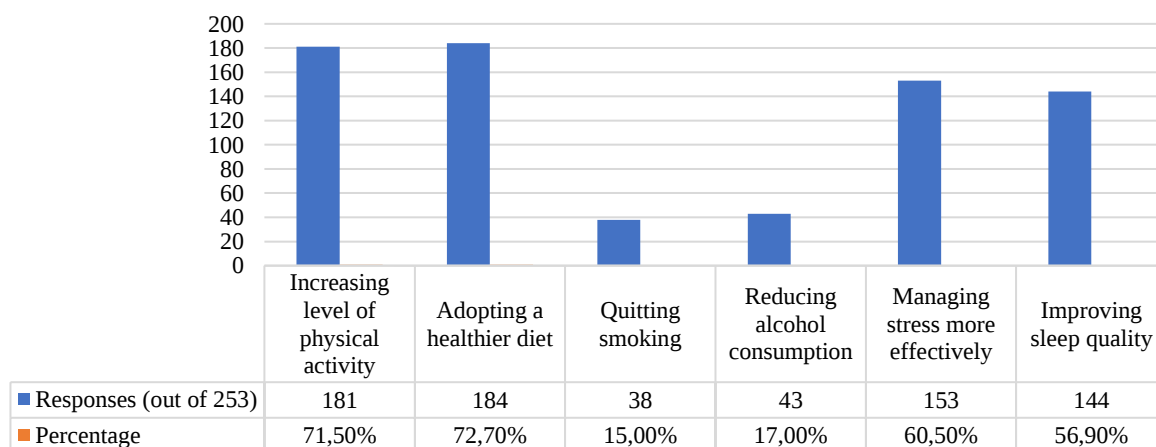


Fig. 15. Lifestyle changes participants are willing to make to improve health

Source: Developed by the author based on quantitative research

Digital platforms and support infrastructure utilization to facilitate said changes brings out the importance of these factors in making public health better. As shown by the respondents, access to exercise facilities was needed by up to 52.2% of them, availability of financial support to sustain these changes was needed by 49.8%%, and counseling & specialized guidance by professionals was needed by 43.9% of them. This implies that public health interventions may perform better where they are supported with resources which are easily obtainable by members of the public. In this respect, digital platforms can be helpful through provision of platforms that offer health information; connecting individuals with professionals among other functions like facilitating community-based support programs.

The emergence of digital platforms for facilitating the procedures indicated the significance of using these avenues to improve public health. As shown by the respondents, 52.2% of them feel that they should have access to exercise facilities; 49.8%% need financial resources to sustain themselves when making changes; and 43.9% would want professional support in the form of counseling or specialized guidance from some people (WHO, 2019).

Thus, realizing these needs in actual implementations is easier with accessible and quickly available resources. Digital platforms can help in this by providing health information access points; connecting people to specialists in different fields as well as enabling individuals to attend community support programs.

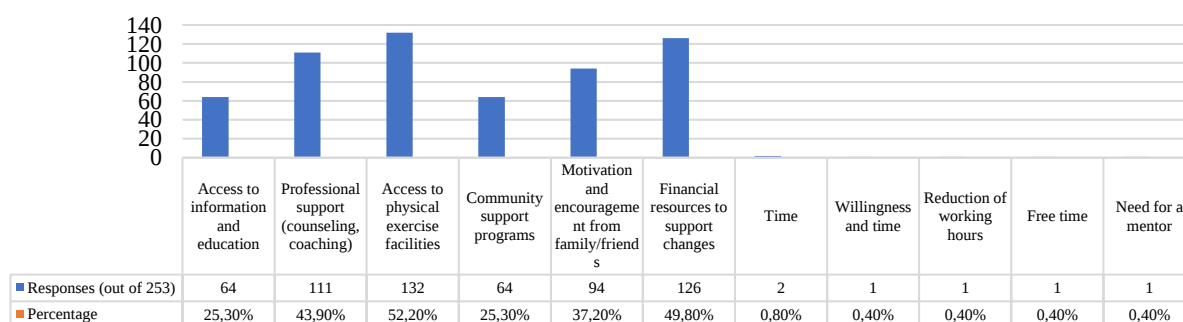


Fig. 16. Resources and support needed for adopting a healthier lifestyle

Source: Developed by the author based on quantitative research

To conclude, these data support the importance of the study by showing how people make use of digital platforms to spread information related to health living styles within the Republic Of Moldova. In this regard, use of digital marketing strategies must be customized to meet people's desire for online information sources as well as to involve health experts thereby promoting good health while enhancing the well-being of citizens at large. It is apparent that from an examination standpoint various community health promotion approaches exist though these could be improved through merging them with digital features for greater impact and wider reach. Actually by modernizing public health strategies in all these ways health campaigns could become easier, more interactive, and more responsive to individual preferences thus contributing significantly to improvement in well-being levels everywhere.

The results show that digital platforms are necessary when it comes to promoting healthy lifestyles as well as suggest a way forward for integrating them into public health strategies. Use of online adverts and other tools is essential in encouraging people to exercise regularly, learn how to consume a balanced diet and reduce stress while also making it easy for them to get accurate information and assistance tailored specifically to their needs. Therefore, digital platforms become significant tools for managing complexity of health behaviors and promoting population's adoption of a balanced and sustainable lifestyle.

The survey data presented indicate that most people in our society are open to participating in health campaigns and supporting them through personal effort online or otherwise besides wanting to have healthier lives. However, there are other aspects or requirements that contribute to these changes like access to counseling services, financial support, and sports facilities among many others.

It would be better if such demands are included within any given digital health strategy so as to enhance public health interventions' impact on individuals while ensuring that people embrace healthy life styles in the long run.

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