

Rationale

The main area of the leaflet is a tri-fold design with clearly marked titles on each of the individual folds and the relevant information relating to the title is displayed within the folds. For the purpose of the rationale Pages 1, 2 and 3 would be the first page on screen with the titles 'Charities and organisations' as page 3, 'Your rights' as page 2 and the title and purpose of the leaflet 'Bereaved Parents' as page 1.

The second page with titles 'Stages of grief' will be page 4, 'coping with loss' page 5 and 'Sibling support' as page 6. This leaflet contains information on a subject that would be considered to have many connotations of sadness and upset, the colours then need to represent opposite feelings for the reader to associate the material held within the leaflet to be happy, so that they would wish to read it.

'Colour expresses moods which attach themselves to human feelings. This reaction is on-built in the psychological makeup of people.' (Dash, 2018) for those who would be interested in the material contained on the leaflet would already have experienced a major loss and could possibly be suffering from extreme sadness and depression or possibly declining mental health. Using the colour yellow purposely 'For many people, yellow is seen as a bright and cheerful colour'. Advertisers may use it to not only draw attention, but also to evoke a sense of happiness' Cherry (2019). For the reason of happiness yellow was used as the main colour, with green as a contrast as Cherry also states 'Green is thought to relieve stress and help heal' which a healing sense is appropriate given the topic of bereavement.

The informal font of 'Ink free' is chosen to create comfort, as more formal fonts such as those used on hospital letters or documentation may be a trigger for those who suffered bereavement and would also be of the documentation relating to the passing. Page 1 contains a powerful image (Image 1) which is the authors own representation of loss in a softer more censored way. The Hand is of a clearly unwell child holding onto a loved one's hand. The hospital bandages and name tag would be the evidence of the illness.

The poem highlights basic labels used to describe those who have suffered a close bereavement but shows there is no terminology for a parent who loses a child. The poem would resonate with the intended bereaved parent's emotions as it states the lack of terminology for a bereaved parent is due to how awful such a loss is.

At the bottom of page 1 states the leaflet's function and the aim of the information whilst reinforcing that grief and the grieving process is individual, which would help the reader understand the information is flexible in the sense that what may work for one person may not for another and that it is completely based on each person's way of dealing with loss. Stated on the University of Dundee's website (2019) 'Guide of losing a loved one' gives various scenarios of how individuals feel or cope but ultimately 'We may experience all or none of these feelings. But however, we react it's important to try and stay in touch with whatever changes are happening to us.'

Page 2 has the legal information, legislation and policies surrounding losing a child. Also included is useful information for registering the death, funeral costs and the benefits side of bereavement. The details for registering the death is a brief overview of the responsibilities of

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the parent or guardian of the deceased child. This is included purely for the reader to get valuable information on their responsibilities and where to get more in depth and up to date legalities should they need to.

Included are the possibilities of a post mortem but again the official government website is included for the reader to further investigate, should they need to due to their circumstances.

Additionally, on page 2 is the average cost of a funeral which during a parliamentary debate in 2016, Member of Parliament (MP) Chris Bryant stated it to be '£3,675.' This information is printed in this section to allow those reading it to have an idea roughly what it may cost. The Co-Operative is included on the funeral cost information as it's a national offer they have so therefore would be relevant to each parent or guardian organising a child's funeral regardless of the regional or districts costings at the time.

The mention of charities is also relevant again to address the matter of what could be available subject to the individual's circumstance. Finally, on page 2's legal information is the legalities around the Department of Work and Pensions (DWP) and Her majesties revenue and customs (HMRC). Also added is maternity leave allowances as in 2017 according to the charity Tommys 'There was 2131 neonatal deaths and 3,200 stillbirths in the UK' which would make that piece of information relevant to those parents who fall in that category, therefore relevant enough to be included.

Page 3 of the leaflet is the formal organisation and charities who can offer specialist support for those who have lost a child or loved one and require additional support. 'Child bereavement UK', 'Sands' and 'Cruse bereavement' are the 3 listed with contact details. Each organisation has a webpage, the logo's image 2, Image 3 and image 4 is included on the page for the reader to recognise the brand when looking further into them. Local charities are also stated on the bottom of the leaflet to show their existence should the bereaved parents feel they require more support.

Also added in this section is the first mention of the General Practitioner (GP) who would be able to assist with medication and formal counselling by a qualified medical support worker, hence the bold font to emphasise its importance. For the mental health needs of the reader this page is included to give them options and the ability to search for the right form of support they need.

Onto the inner pages of the leaflet which contains direct advice and practical information too the reader. Page 4 'Stages of grief' includes a quote to reinforce there is no set of rules on how to feel. This page is mostly built up of National Health Service (NHS) guidelines on what are the 'stages of grief'. Also, at the bottom in speech bubbles as though the reader is being spoken to, there are suggestive feelings, again from the NHS, which represent those of grief but are feelings that can contradict each other, but its reasoning is to state each person deals with their pain and their mental well-being as an individual. This is very important and takes the full page to show its importance to the intended reader.

Page 5 titled 'coping with loss' starts with a quote from a newspaper article writing by an academic called Joanna Morehead which sums up the position the intended reader may feel. This is included to show again a sense of belonging towards those who have ended up needing to read such a leaflet. The page goes on to ask what help or support suits their needs. Without being too forceful there is enough information to suggest when it's best place for

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emotion or physical support. Being complex the information is broad spectrum to allow those to take what they need from it, rather than suggest everything is suitable for each circumstance.

Strongly enforced at the bottom of this page is a red box which states that should the mental health of the reader deteriorates to the point of suicidal thoughts then the 'Samaritans' have a 24 hour help line and can give direct and specialist advice with image 5 from their 'save lives' campaign. This is the most important part of the whole leaflet as it allows the reader to know that when those thoughts are present there is help, the leaflet backs this up with the other organisations mentioned previously plus the advice from the NHS.

The final page is labelled 'Sibling support'. Image 6 is of a child, to indicate to the reader this page is about children, the child could be said to be looking upset which would indicate emotions felt by the sibling.

Underneath the image is a direct link to age related bereavement advice and how they may react. This gives the person who is looking after the bereaved sibling a simple guideline to what practical or emotional support they may wish to seek to help the child mental well-being. 'Wintons Wish' is a charity which is specialist to children going through a bereavement. The logo (Image 7) again its inclusion is to allow a visual aid. Included are the contact details for practical reasons.

To finish the leaflets inner advice is a series of suggestions on more practical sibling support such as the named books which cover a variety of ages and can give the children a safe place to grieve. Image 8, 9 and 10 are of the suggested books. This is included to show the books look like other fiction books and don't stand out to be of a bereavement nature but attractive to children.

Overall the design is flowing and light purposely against the dark subject matter, the information contained is up to date and in a positive manner to ensure the context can be understood and the advice clear enough to show the reader the right support for their mental health issues.

Rationale References

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Image 7: Winston's wish(2019) *Main logo*: Available at: <https://www.publicdomainpictures.net/en/view-image.php?image=19826&picture=sad-child-portrait> (Accessed: 14 March 2019)

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