

LEVEL 5 ASSESSMENT SPECIFICATION

BSc Health and Social Care

Module Changemakers: Creativity and Value Creation

Module Code: BMHP5014

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Assignment 1: Online portfolio of exercises [e-portfolio]

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Artefact Task 4: Flyer- Awareness of Breastfeeding among Young Female Generation



Awareness of Breastfeeding among Young Female Generation



Introduction of the campaign

- This campaign is about breastfeeding among the young female generation. Breastfeeding is important because milk contains everything a child needs to grow and develop.
- Without it, the better health of children or babies cannot be ensured, as nothing can replace breast milk.
- This campaign is focused on raising awareness among the young female generation about the importance of breastfeeding for the baby and the mother.

Benefits of Breastfeeding



- Breastfeeding helps a baby for better growth and is also necessary for a baby to fight sickness and disease. Babies who are breastfed have a reduced risk of contracting certain acute and chronic diseases (Thomas et al., 2016).
- Babies who are exclusively breastfed have a decreased likelihood of developing conditions such as asthma, obesity, type 1 diabetes, and HIVS (HIV). Babies who are exclusively breastfed have a lower risk of developing ear infections and stomach diseases (Farman, 2018).
- Breast milk is generally considered to be the most beneficial source of nutrition for infants. It contains the immunity and breastfeeding helps a baby to meet their nutrition needs. It helps to reduce the risk of sudden infant death. It is also beneficial for mothers that helps a mother reduce the risk of developing osteoporosis, breast cancer, and ovarian cancer.

Possible effects of not breastfeeding

- Baby or children:** Infants or newly born babies can face higher risk of developing infectious morbidity and childhood obesity. However, it also increases the chance of developing diseases like leukemia, sudden infant death syndrome, type 1 and type 2 diabetes and so on (Ghani et al., 2019).
- Mother:** When mothers decide not to breastfeed, they face a higher risk of gestational problems, myocardial infarction, postmenopausal breast cancer, metabolic syndrome, etc.

Why do we need to choose Breastfeeding

Babies: Necessary antibodies can be found in breast milk. It has all the right nutrients. It prevents allergies, diarrhea, and obesity. Diabetes and cancer are prevented (Hendrick, 2020).

Mothers: Breastfeeding helps a person lose pregnancy weight and lessens uterine bleeding after birth. It makes a mother healthy and reduces the possibility of different types of disease, including diabetes, blood pressure, heart attack, risk of developing several types of cancer, etc. (Karl & Grossmann, 2018).

What is Breastfeeding



national breastfeeding helpline
0300 100 0212

- Breastfeeding is called an activity of a mother to feed breast milk to her baby. According to World Health Organisation (WHO), infants need breast milk for at least the first six months. Breast milk needs to provide for infants to 2-year children (Bellù & Condò, 2017).

Age	Frequency	Amount per day
0-6 months	8-12 times	100 – 120 mL (per feed)
6-8 months	2-3 times	150-250 mL (per feed)
9-11 months	3-4 times	122-150 mL (per feed)
12-23 months	3-4 times	180-250 mL (per feed)

IT'S MORE THAN JUST FOOD



Possible effects of not breastfeeding

Over 75% of women diagnosed with breast cancer are over the age of 50.



Conclusion

- Breastfeeding is a natural activity for every mother. It is a natural process that helps to keep a healthy relationship between a newly born child and a mother. If a baby doesn't get enough breast, it will badly impact its growth and can also increase the chance of developing different diseases.

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Introduction of the campaign

This campaign is about breastfeeding among the young female generation. Breastfeeding is important because milk contains everything a child needs to grow and develop. Without it, the better health of children or babies cannot be ensured, as nothing can replace breast milk. It is the only food for a baby to live for around six months. This campaign is focused on raising awareness among the young female generation about the importance of breastfeeding for the baby and the mother.

What is Breastfeeding

Breastfeeding is called an activity of a mother to feed breast milk to her baby. According to World Health Organisation (WHO), infants need breast milk for at least the first six months. Breast milk needs to provide for infants to 2-year children (Bellù & Condò, 2017).

Table 1: Breastfeeding needed by age from 1 day to 23 months

Age	Frequency	Amount per day
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0-6 months	8-12 times	100 – 120 mL (per feed)
6-8 months	2-3 times	180-230 mL (per feed)
9-11 months	3-4 times	125-150 mL (per feed)
12-23 months	3-4 times	180-250 mL (per feed)

Benefits of Breastfeeding

Breastfeeding helps a baby for better growth and is also necessary for a baby to fight sickness and disease. Babies who are breastfed have a reduced risk of contracting certain acute and chronic disorders (Binns et al., 2016). Babies who are exclusively breastfed have a decreased likelihood of developing conditions such as asthma, obesity, type 1 diabetes, and SIDS (SIDS). Babies who are exclusively breastfed have a lower risk of developing ear infections and stomach illnesses (Furman, 2018). Breast milk is generally considered to be the most beneficial source of nutrition for infants. The mother's breast milk will adapt to accommodate her baby's developing dietary requirements as he or she gets older. It contains live immunity and Breastfeeding helps a baby to meet their nutrition needs. It helps to reduce the risk of sudden infant death. Moreover, Breastfeeding also reduces the chance of developing middle ear infections as well as the chances of allergies and cases of diabetes. It is also beneficial for moms that helps a mother reduce the risk of developing osteoporosis, breast cancer, and ovarian cancer. It lowers the chance of developing postpartum depression and fat stores by breast milk.

Possible effects of not breastfeeding

Baby or children: Infants or newly born babies can face a higher risk of developing infectious morbidity and childhood obesity. Moreover, it also increases the chance of developing diseases like leukemia, sudden infant death syndrome, type 1 and type 2 diabetes and so on (Gianni et al., 2019).

Mother: When mothers decide not to breastfeed, they face a higher risk of gestational problems, myocardial infarction, premenopausal breast cancer, metabolic syndrome, etc.

Why do we need to choose Breastfeeding

Babies

Breast milk is the most beneficial source of nutrients for infants. Necessary antibodies can be found in breast milk. It has all the right nutrients. A lower risk of

disease may be associated with Breastfeeding. It prevents allergies, disease, and obesity. Diabetes and cancer are prevented (Hendrick, 2020). Moreover, it also prevents ear infections. Breast milk aids in maintaining a healthy weight for the infant. Infants who are breastfed may develop cognitively more quickly. No constipation, diarrhoea, or stomach distress due to choosing to breastfeed (Jørgensen et al., 2017). Growing babies are healthier as well as breastfed newborns are smarter.

Mother

Breastfeeding helps a person lose pregnancy weight and lessens uterine bleeding after birth. It makes a mother healthy and reduces the possibility of different types of disease, including diabetes, blood pressure, heart attack, risk of developing several types of cancer, etc. (Krol & Grossmann, 2018). Breastfeeding has benefits not only for the first year but also for the second and even third years, especially for the mother. The chance of developing breast and ovarian cancer is reduced in women who breastfeed their infants. Additionally, it may lessen the likelihood of developing osteoporosis.

How come up with the flyer design

The use of statistical information has been used on the flyer. The information regarding the frequency and amount of breastmilk needed within a day. The benefits of Breastfeeding are also highlighted in this flyer with an attractive graph. The risk of not breastfeeding has also been presented, which can make the flyer more attractive or innovative (McFadden et al., 2017). The possible effects of not breastfeeding have also been presented in this flyer with valid information so that everyone can understand it. Breastfeeding has a significant impact on both mother and baby. I have developed the flyer by explicitly indicating the effects of breastfeeding on mothers and the impact of breastfeeding on babies. With attractive information about the importance of Breastfeeding, this flyer has been developed and has helped them to make the flyer effective.

Involvement with the potential audience

This flyer will heavily involve the young female generation because this flyer has presented all the chances of risks as well as health problems of Breastfeeding. The young female can identify the effects of not breastfeeding as it is much higher. A

reluctant mother or a female who is ignored in Breastfeeding has been experiencing numerous issues or health problems (Pérez-Escamilla, 2020). It could be helpful for the young female generation to know the importance of Breastfeeding and it will help them to motivate about Breastfeeding by encouraging them that Breastfeeding is not impacting their health badly but positively impacting their health. By showcasing all the negative and positive effects of Breastfeeding, as a result, awareness of Breastfeeding could be improved among the young female audience.

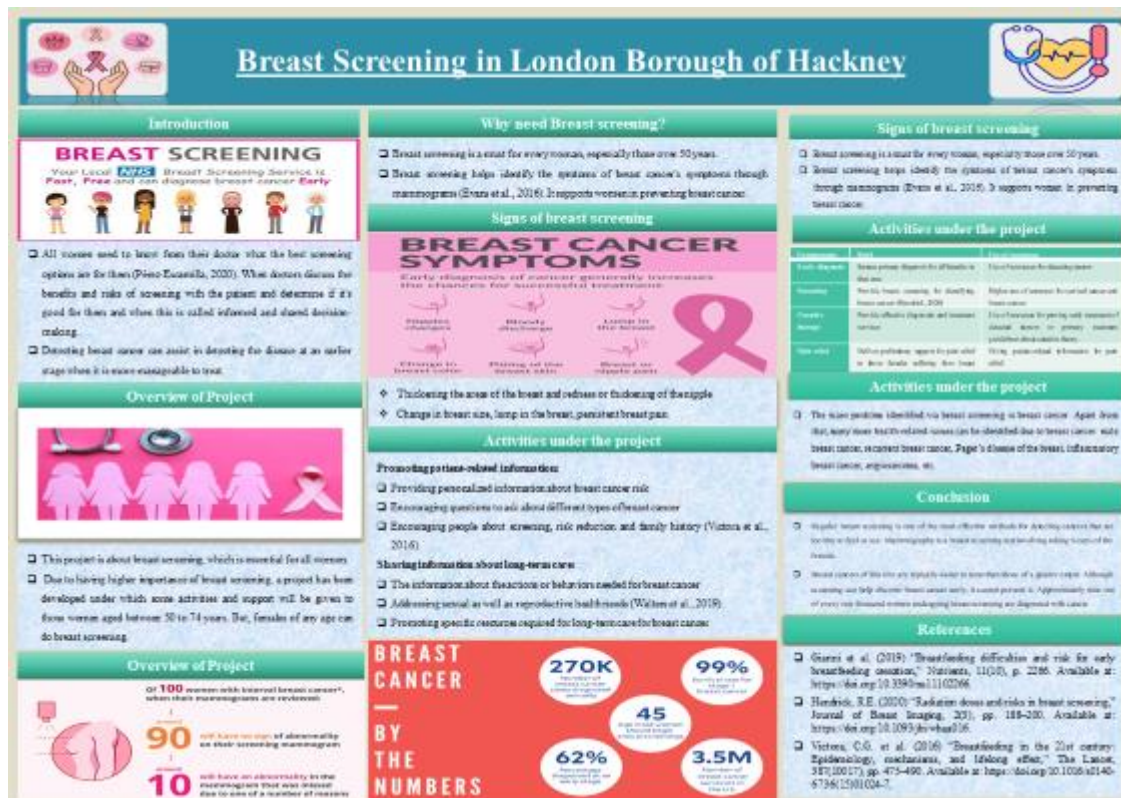
Conclusion

Breastfeeding is a natural activity for every mother. It is a natural process that helps to keep a healthy relationship between a newly born child and a mother. It ensures every child and mother is happy and provides better health for the future. If a baby doesn't get enough breasts, it will badly impact its growth and can also increase the chance of developing different diseases. Because of not giving breast milk, a mother's health is negatively impacted, which can cause serious illnesses or conditions like breast cancer, tumours, etc.

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Artefact 5: Conference Poster- Breast Screening in London Borough of Hackney



Introduction

Breast screening is the practice of examining a woman's breasts for cancer before the emergence of any symptoms. All women need to know from their doctor what the best screening options are for them (Pérez-Escamilla, 2020). When doctors discuss the benefits and risks of screening with the patient and determine if it's good for them and when this is called informed and shared decision-making. Although screening for breast cancer cannot prevent breast cancer, it can assist in detecting the disease at an earlier stage when it is more manageable to treat. Having a conversation with the primary care physician about the breast cancer screening tests appropriate for the better health of those women.

Project Name: Breast screening in London borough of Hackney

This project is about breast screening, which is essential for all women. Due to having higher importance of breast screening, a project has been developed under which some activities and support will be given to those women aged between 50 to 74 years. But, females of any age can do breast screening.

Why need Breast screening?

Breast screening is a must for every woman, especially those over 50 years. Breast screening helps identify the symptoms of breast cancer's symptoms through mammograms (Evans et al., 2016). It supports women in preventing breast cancer.

Signs of breast screening

- Thickening the areas of the breast
- Redness or thickening of the nipple
- Change in breast size
- Lump in the breast
- Persistent breast pain

Activities under the project

Under this project, several activities will be conducted. Those activities are-

Promoting patient-related information:

- Providing personalized information about breast cancer risk
- Encouraging questions to ask about different types of breast cancer
- Encouraging people about screening, risk reduction and family history (Victoria et al., 2016).

Sharing information about long-term care:

- The information about the actions or behaviours needed for breast cancer
- Addressing sexual as well as reproductive health needs (Walters et al., 2019).
- Promoting specific resources required for long-term care for breast cancer

Supports under the Project

Table 2: Supports under the project

Components	Brief	Use of resources
Early diagnosis	Ensure primary diagnosis for all females in that area	Use of resources for detecting tumours
Screening	Provide breast screening for identifying breast cancer (Hendrick, 2020)	Higher use of resources for cervical cancer and breast cancer
Curative therapy	Provide effective diagnostic and treatment services	Use of resources for proving early treatment of detected tumours or primary treatment guidelines about

		curative theory.
Pain relief	Deliver preliminary support for pain relief to those females suffering from breast cancer	Giving patient-related information for pain relief.

Identification of health problem

The main problem identified via breast screening is breast cancer. Apart from that, many more health-related issues can be identified due to breast cancer: male breast cancer, recurrent breast cancer, Paget's disease of the breast, inflammatory breast cancer, angiosarcoma, etc.

How come up with the poster design

Remind the people you care about getting their mammograms regularly. Breast screenings are performed to identify any problems at an early stage when it is typically simpler to treat them (Furman, 2018). Risk factors for breast cancer include being overweight, not getting enough exercise, drinking alcohol, having a family history of breast cancer, taking hormone therapy after menopause, and having other breast conditions have been highlighted in this poster. After that, the signs of breast cancer were included in this poster so that people, especially females can detect this disease early otherwise it couldn't be prevented. Moreover, the requirement of breast screening has been provided to raise awareness about the impact of breast screening on health. As this poster is based on a project, this project also includes some activities and support that will be given under this project.

Involvement with the potential audience

When an illness is detected and diagnosed at an earlier stage than it would have been if the person had waited for the symptoms to appear, this is why early detection is required for treating any illness like breast cancer or others (Gianni et al., 2019). This project has been developed especially for the female generation to raise awareness about breast screening. Breast screening can help identify whether a person is affected by a disease. Moreover, most females in the United Kingdom are affected by breast cancer due to avoiding Breastfeeding. The need for breast screening has also been provided by which people can know the significance of

breast screening because it can increase the chance of developing several diseases including breast cancer. It couldn't be possible

Conclusion

Regular breast screening is one of the most effective methods for detecting cancers that are too tiny to feel or see. Mammography is a breast screening test involving taking x-rays of the breasts. Breast cancers of this size are typically easier to treat than those of a greater extent. Although screening can help discover breast cancer early, it cannot prevent it. Approximately nine out of every one thousand women undergoing breast screening are diagnosed with cancer.

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