



UNIVERSITY OF WALES
Trinity Saint David
London

Changemakers: Building your personal brand for sustainable employment: BMHP5015

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Introduction

I will be creating an online portfolio on building my brand for sustainable employment. The three tasks that will be used in building this portfolio are a personal statement for a postgraduate degree, a professional health and social care Cv, and a Pitch to a TV station CEO to accept a proposal to air a documentary on Diabetes.

Task 1: Personal Statement for a Postgraduate Degree

My desire to pursue a postgraduate degree in health care and a career in the care industry is inspired by family customs and my personal work experiences. I come from a family with a long history of academic achievement and links to the medical community. Four members of my extended family have earned degrees in diverse fields, and their accomplishments have motivated me to pursue a higher education and start a career. I am applying as a postgraduate student with extensive professional experience, partly in health care and partly in other fields, but it has become increasingly clear to me that my real interest lies in caring for weak and suffering people, in ensuring their well-being as best I can, in preserving their dignity in dealing with illness, and in giving them every possible comfort.

My passion for pursuing a career in the care sector has grown through my previous experiences working with a variety of people in the care sector, particularly through my time spent in several placements with people with disabilities and communication difficulties, as well as the experiences I gained during my studies. I undertook a lot of training in the health and social care sectors to develop my interest in working with, and around people. During this time I was able to gain useful experience working with people with special needs. Although it was extremely difficult, I also found it a very satisfying and enjoyable experience.

I completed an advanced course in health and social care and spent a month gaining experience in care settings that I had previously visited with other senior health professionals to broaden my understanding and dedication to working with people. This has allowed me to work with people who have impairments and communication problems. It enhanced my understanding of how to work with people and how to deal with children and adults who have a variety of conditions, especially those who need the help of a carer with everyday tasks. In my spare time, I have studied the duties and qualifications for the position of health promotion and read various publications such as *Understanding Health and Social Care* (Sowa, 2013) and *Human Rights in Health and Social Care* (Gavrielides, 2011).

My work as a care assistant at Eternal Care London and as a senior practitioner at MI Home Care has taught me many life lessons, including how easy it is to take your physical and mental health and independence for granted when you are not threatened by a handicap. As a care assistant, I help patients with their physical well-being, hygiene, drinking, eating, and mobility while reporting and observing certain changes. I have also helped to document blood pressure and

temperature and take vital signs. I enjoy encouraging my clients, guiding them, putting a smile on their faces, and listening to their concerns. My passion for the industry goes hand in hand with a strong desire to further my education and pursue a degree in the field. I am a dedicated employee who is neat, reliable, punctual, and pays attention to details. I sincerely hope that you will consider my application and fully commit to the path I have chosen.

Overall, I believe that choosing this university was the best choice for me. I have always worked hard to do my best and I plan to continue to do so throughout my time at university. I believe that I have the necessary skills to be successful in the future and to fully enjoy my time at university. I also want to attend university to strengthen my skills and find a suitable career in health and social care, which has always been my immediate goal.

Task 2: Professional Health and Social Care CV

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Professional profile

A compassionate and sympathetic care worker who fosters a safe, interesting, and varied lifestyle for residents. Provides patients with improved treatment and a flexible learning strategy. Experience in caring for and encouraging patients through physical and emotional support in the hospital and at home.

Work experience

February 2015 – March 2018

Eternal Care, London

Healthcare Assistant

Outline

Nursing assistants and auxiliary nurses are other names for healthcare assistants. According to Bosley and Dale's (2008) definition, I support medical professionals in providing care to patients in hospitals, nursing homes, or in the patients' homes.

Key Activities

- ❖ Ensuring that medical supplies and equipment are restocked.
- ❖ Provided patients with high-quality, all-encompassing treatment to advance equality and dignity.
- ❖ Saw and reported specific changes while assisting with patient movement, eating, and drinking as well as cleanliness and physical comfort.
- ❖ Effectively shared information regarding care and treatment with patients and their families.
- ❖ Helped with vital sign taking and recording blood pressure and temperature for accurate tracking.

April 2018 – Present

MI Home Care, London

Senior Practitioner

Outline

Provides autonomous nursing care to patients at a hospital or care institution. Their main duties include advising patients on their nursing and medical requirements, assessing the patients they are responsible for, and providing them with treatment plans and health information.

Key Activities

- ❖ Questioned patients during interviews about their physical problems, reviewed their symptoms and offered potential treatments.
- ❖ Recognized life-threatening conditions and emergencies and quickly referred patients to hospitals for prompt treatment.
- ❖ Considered the histories, grievances, and present symptoms of the patients. Diagnosed and cared for people with ongoing illnesses.
- ❖ Collaborated with other medical professionals to offer comprehensive treatment for complicated situations.
- ❖ Took part in patient education sessions with individuals that were chosen because they had a lot of health risk factors.
- ❖ Collected, kept track of, and updated patient medical information, reports, and test results.

February 2010 – Present

Work-Based Training

Outline

This requires studying at every facility I came across that assists individuals with their healthcare, including clinics, hospitals, and dentists. It also includes instruction in facilities that offer social care, such as nursing homes, foster homes, and childcare facilities, as well as specialized treatment, like physiotherapy. Work-based learning is a potent phenomenon that is spreading around the world and has considerably aided policymakers (Bailey et al., 2003)

Key Activities

- ❖ Clinical care
- ❖ Dementia Care

- ❖ Life and Living Skills
- ❖ First Aid
- ❖ Health and Safety at Work
- ❖ Infection control among others

Education and qualifications

- **University of Wales Trinity Saint David, London Campus** – February 2021 - Present
 - **Certificate for Higher Education Skills** – Classification
Clinical, Dementia care, Social Work, Nursing, Infection Control, and Pharmacology
- **Croydon College, England** – 2008 - 2009
 - **Level 3 Diploma in Health and social care** – Pass

Interests and Skills

Interests: Yoga, which is a good way to unwind after a long day, strolling, reading, gardening, painting, and sketching, as well as participating in sports, dancing, and musical instruments are all great ways to relax and unwind.

Skills: possessing the ability to analyze data, be creative and adaptable, have excellent interpersonal skills, respect for diversity and difference, and the ability to create marketing materials, publications, and reports with recommendations for how services should be delivered.

References are available at your request

Task 3: Create a “pitch” to convince a company to accept your proposal for a TV series, or documentary.

My Pitch proposal

Hello, To whom it may concern.

I wanted to get in touch with you regarding your company, I have been enjoying the recent programming on your TV station, particularly the health and social care shows hosted by Joyce Meyer. I've been able to put the lessons I've learned from their health programs on depression, obesity, and even the most recent one on vascular dementia into practice for myself. I've also urged friends and followers to watch your station's health and social care programs every Thursday and Saturday at 4 pm, and people seem to enjoy it as well.

The other reason I'm writing to you is that, in addition to working with businesses like yours to assist in producing scalable health and social care content that provides high returns in terms of engagement and conversions, this is another exciting component of my job. Recently, I've been researching the prevalence of diabetes in the UK, and you might find it interesting to know that, according to Diabetes UK (2019), the total prevalence of diabetes has increased from 2.4% to 5.3%. (Sharma et al., 2016). In addition, the considerably more common type-2 diabetes affects over 90% of persons with diabetes in the UK (NHS, 2019).

Among the diabetic symptoms are frequently urinating (peeing) during the night, being thirsty, losing weight naturally, being famished, having vision haze having tingling or numb hands or feet, Having extremely dry skin, and feeling exhausted Possess sores that take a long time to heal and more infections than normal (Shaik et al., 2022).

There are several approaches to treat and/or control diabetes for this specific condition, including healthy eating, which means consuming fewer meals that are high in calories and sugar,

especially for people who use medication to manage diabetes (DiLonardo, 2021). Frequent exercise, including yoga, deep breathing, hobbies, and other pursuits, is another choice. These pursuits are very beneficial for someone with diabetes. These exercises aid in stress management because stress is known to make individuals forget to exercise, eat well, or take their prescriptions. Also, it is advised for diabetics to alter their lifestyles by giving up alcohol and smoking. Smoking causes more harm to the heart (Pan et al., 2015). Also, it raises the possibility of diabetes-related health issues. A person with diabetes is encouraged to seek guidance from a healthcare expert on how to stop smoking since doing so can make it more difficult. Active smoking can also make it more difficult to exercise. The use of diabetic medications, weight loss, and blood sugar monitoring are other methods for treating or controlling diabetes. These measures increase the likelihood that blood glucose levels will remain in a safe range. They can also help to delay or avoid difficulties.

I'd love to have a conversation with you or a member of your team about how we can promote understanding of this condition through your TV station's health and social care program and see whether we can cooperate to increase traffic to the program while airing a documentary on the health care subject. By bringing in programs that change people's lives to TV stations, my company has helped numerous major companies grow their traffic by an average of 35% this year. I'd love to share my strategies with you. Would you be open to a brief discussion over the phone or a cup of coffee?

Thanks so much. I look forward to talking with you.

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