

Learning Activity #2

Jacqueline Moors

Professor Jordan Killpack

REFLECT: If you had to choose five environmental influences to publicize in a campaign aimed at promoting healthy prenatal development, which ones would you choose, and why?

Before I became a nursing student, I worked with television marketing. My point of view to answer this question is influenced by both that factor, a mother, and this week's lesson. I've seen how positive influences are effective in a marketing campaign, and even negative. I find negative influences actually more persuasive- because it's human nature to avoid the bad or unwanted. Therefore, the five environmental influences I would choose are a combination of both negative and positive in which I would publicize in a campaign aimed at promoting healthy prenatal development. They include: Alcohol abuse during pregnancy, medication (both over the counter and prescription) nutrition/food, physical and mental health awareness (self-care to prevent sickness or disease in both mother and fetus), and chemicals (cleaners for example).

In a campaign promoting healthy prenatal development, I would include how the consumption of alcohol during pregnancy can affect your baby from the moment they are born, and for the rest of their being. I would also include the parental struggles and responsibilities, as one with a child born of Fetal Alcohol Down Syndrome will be much different than a child born healthy. One example I would provide is the lifelong attentive care the parent would be accountable for, or how the child isn't going to be able to have the highest quality of life they could have had, if the mother just simply chose not to drink. For the rest of that child's life, they are a living example to the parent and people around them that the mother drank during pregnancy.

The next environmental factor I would focus on would be medication. Medication can be just as toxic as alcohol. I'd feature how important it is to be educated and be aware of everything you're putting in your body, even if it's an aspirin for back pain during pregnancy. I'd

include picture and a list of the possible outcome of medication abuse such as FAS, fetal distress, fetal development (organs, heart, brain, body), and mental retardation. I find there are people who are almost addicted to using Tylenol, Ibuprofen, and cold medication, literally drinking the entire container of Vick's Nyquil when they are sick. Educating yourself before and during pregnancy for safe remedies to help with a cold, for example, is another way to promote healthy fetal development.

Next in the campaign, I would include nutrition/food. Everything you consumed is a part of what your baby uses to grow and develop. Nutrition can be fun during pregnancy and exciting! Prenatal vitamins are a way to supplement what your baby doesn't get by your diet. In a campaign promoting health prenatal development, I'd include the examples two new born babies and their health. I'd feature a baby whose mother took prenatal vitamins, ate a healthy "whole" foods diet and payed attention to caffeine consumption. This baby would be beautiful healthy and content. Then I would feature a child whose mother did not take prenamentals, did not consume a rich diet, and did not pay attention to caffeine and consumption. This baby would be much smaller and distressed.

The fourth feature in the campaign would be smoking. Not only does a mother put her developing fetus in harm, she is also creating health issues for herself such as high blood pressure. Your body is already going through so much. In the campaign I'd include the effects on the developing fetus such as birth defects and slow development. Smoking is another factor that will take from your baby's quality of life.

The last environmental factor I'd consider in the campaign is would be chemicals. This is something I had no idea could be harmful, prior knowledge of being pregnant. An information book on prenatal care, given to me by my mid wife, was the first time I had ever heard of a

chemicals such as hair dye, being harmful to the fetus. Cleaners, detergents, antibacterial soap, and perfume, all contain chemicals that can lead to cancer, miscarriages, and baby brain development, estrogen disruption to the placenta, and asthma and respiratory issues in the baby. The campaign would also need to have visuals of all factors and outcomes in order to be affective.

CONNECT: How might natural childbirth positively affect the parent–newborn relationship? Explain how your answer illustrates bidirectional influences between parent and child, emphasized in ecological systems theory.

I feel as though natural child birth to a mother is so gratifying and meaningful. A mother has spent the last nine months or with the responsibility of growing another human being solely by herself. Her decisions and actions have brought her to the very moment where she gives birth, and it's not only a very exciting moment. It's a very proud moment, and this can such a healthy start to a lifelong relationship.

The ecological system theory views a person developing within a complex system of relationships affected by multiple levels of the surrounding environment. I feel that the mother and newborns relationship is influenced on mostly a microsystem at this point now. It is her and her newborn, both so close physically and mentally. Everything the newborn does is going to call a response or behavior from the mother. The mother is consumed by making sure the child she just gave birth to is safe. The mother may have had external influences of the microsystem during pregnancy such as friends, neighbors, community health services, cultural and societal that has helped get to this point.

APPLY: Sharon, a heavy smoker, has just arrived at the hospital in labor. Which medical intervention discussed in the preceding sections is her doctor justified in using?

The medical intervention her would doctor would justify using would be to check the baby with a monitor to ensure and weigh was type of method of delivery will be best. He may order a cesarean if there are any complications of the fetus due to her smoking. The doctor would then advice a psychiatric evaluation when appropriate to address underlying factors of why the mother did not chose to stop smoking during pregnancy.

Citation

Berk, L. E. (2017). *Development through the lifespan* (7th ed.). Pearson.

Miyazaki, Y., Hayashi, K., & Imazeki, S. (2015, April 21). Smoking cessation in pregnancy: psychosocial interventions and patient-focused perspectives. Retrieved May 16, 2020, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4411022/>

Haura, P. author B. (2017, November 29). 7 Harmful Cleaning Chemicals To Avoid During Pregnancy. Retrieved May 16, 2020, from <https://azchemistry.com/cleaning-chemicals-avoid-pregnancy>