

### Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

Brandon French

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	Quit for you. Quit for two. Poster <a href="http://www.strathmore.com/rashni/rebecca/photos/4084616">www.strathmore.com/rashni/rebecca/photos/4084616</a> <del>http://ucsdnews.ucsd.edu/pressreleases/local-bars-and-restaurants-urge-pregnant-women-not-to-drink</del>	Pregnant? Don't Drink. Poster. <del>http://ucsdnews.ucsd.edu/pressreleases/local-bars-and-restaurants-urge-pregnant-women-not-to-drink</del>
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>Can cause:           <ul style="list-style-type: none"> <li>- Miscarriage</li> <li>- Ectopic Pregnancy</li> <li>- Premature Baby</li> <li>- Sudden infant Death Syndrome (SIDS)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Puts baby at risk of FASD</li> <li>• Developing baby can't process alcohol</li> <li>• Alcohol causes more harm than illicit drugs during pregnancy</li> <li>• Can cause brain damage</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>Smoking is very expensive</li> <li>Ectopic pregnancy</li> <li>Miscarriage</li> <li><del>Higher</del> Higher risk of many diseases</li> </ul>	<ul style="list-style-type: none"> <li>• Alcohol causes <del>more harm</del> than illicit drugs during pregnancy</li> <li>• Can cause many birth defects to fetus</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>Tips to slowly quit smoking</li> <li>What quitting can prevent</li> <li>Smoking helpline</li> <li>Quitting help App</li> <li><del>Website</del></li> <li>Government website</li> </ul>	<ul style="list-style-type: none"> <li>• Don't drink while pregnant</li> <li>• Informative website is shown</li> <li>• No amount of alcohol is safe during pregnancy.</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ul style="list-style-type: none"> <li>I think it will make an OK change as it doesn't really make people want to quit purely because it's mostly just informational. However people who do want to stop will get lots of help from this.</li> </ul>	<ul style="list-style-type: none"> <li>Yes I think it will make a difference as it provides plenty of information about what alcohol can do to a baby and has a scary eye-catcher to attract peoples attention.</li> </ul>

# Brodie Gordon

## Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	Internet ad <a href="http://ban-cigarettes.weebly.com">ban-cigarettes.weebly.com</a>	Internet ad <a href="http://alcoholthinkagain.com.au">alcoholthinkagain.com.au</a>
EFFECTS ON UNBORN CHILD	<p>smoking cigarettes whilst pregnant exposes woman and the unborn baby to many Health problems such as, premature labour, ectopic pregnancy and miscarriages. passive smoking can also have negative effects on the unborn child the baby is twice as more likely to be born underweight it can also cause still births. Just one or two cigarettes will significantly tighten blood vessels</p>	<p>affects the development of the fetus it can also impair placental fetal blood flow leading to hypoxia. Miscarriages and still births are a high risk factor</p> <p>prematurity, brain damage, birth defects, growth restrictions, developmental cognitive, social, emotional and behavioural deficits</p> <p>also high chance of low IQ</p>
EFFECTS ON MOTHER	<p>Smoking can reduce the mothers milk production</p> <p>Poisons the breast milk</p> <p>They will have difficulty in conceiving</p> <p>early onset of menopause</p> <p>higher risk of cervical and uterine cancer</p>	<p>Alcohol can increase the risks of breast cancer and the more you drink the higher the risk becomes</p> <p>Alcohol can affect a woman's menstrual cycle</p>
INFORMATION TO HELP MOTHER	<p>Quit smoking because smoking lowers the chance to conceive even if you're still smoking at 30 weeks quitting will still give your baby time to put on enough weight for a healthy birth.</p> <p>Go see your GP</p>	<p>There is no known safe amount of alcohol use during pregnancy or while trying to get pregnant. There is also no safe time during pregnancy to drink. All types of alcohol are equally harmful, including all wines and beers</p>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<p>The Two links the ad provides give the viewer more information about the effects smoking has on the unborn child and even tells you the odds of you still being able to have your baby born healthy by stopping even if your 30 weeks pregnant</p>	<p>The ad it's self had a successful campaign and has 11 different resources to get information from and it also has 3 references to get even more accurate information on what alcohol does to the fetus</p>

**Anti-smoking and Anti-drinking advertising (10 marks) Lily O'Moore**

Fill in the following table once

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
<b>TYPE OF ADVERT</b> (print, radio, TV, internet video, internet ad, etc.)	Internet advert	Internet advert.
<b>EFFECTS ON UNBORN CHILD</b>	<ul style="list-style-type: none"> <li>◦ Miscarriage</li> <li>◦ Stillbirths</li> <li>◦ Serious health issues</li> <li>◦ Chemicals go to baby.</li> <li>◦ Low birth weight</li> </ul>	<ul style="list-style-type: none"> <li>◦ Miscarriage</li> <li>◦ Stillbirth</li> <li>◦ Prematurity from drinking</li> <li>◦ Foetal Alcohol Spectrum Disorders (FASD)</li> <li>◦ Sudden Infant Death Syndrome (SIDS)</li> </ul>
<b>EFFECTS ON MOTHER</b>	<ul style="list-style-type: none"> <li>◦ Chemicals in bloodstream</li> <li>◦ Nicotine addiction</li> <li>◦ Damage to lungs, oesophagus, mouth,</li> <li>◦ Risk of diseases such as cancer.</li> </ul>	<ul style="list-style-type: none"> <li>◦ Injuries</li> <li>◦ Violence</li> <li>◦ Heart disease</li> <li>◦ Cancer</li> <li>◦ STD/STI's</li> <li>◦ Fertility issues</li> <li>◦ Unintended pregnancy.</li> </ul>
<b>INFORMATION TO HELP MOTHER</b>	<ul style="list-style-type: none"> <li>◦ Nicotine Replacement Therapy</li> <li>◦ E-cigarettes are better during pregnancy</li> <li>◦ Steer clear of 2nd hand smoke.</li> </ul>	<ul style="list-style-type: none"> <li>◦ Don't drink while pregnant.</li> <li>◦ 8 or more in a week is binge.</li> <li>◦ 4 or more in 2-3 hours is binging</li> <li>◦ Get <del>an appointment</del> an appointment to get screened.</li> </ul>
<b>IMPACT OF ADVERTISEMENT</b> (will it make a difference?)	They will make a difference as they clearly outline the negative effects on both mother and baby.	They'll make a difference as they disturbingly outline the effects on both parties, and play on people's emotions.

**Anti-smoking and Anti-drinking advertising (10 marks)**

Fill in the following table once

Zoe Lynch-Blosse

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	Poster advertisement	Poster advertisement
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>- Premature birth</li> <li>- Childhood diseases</li> <li>- Childhood obesity</li> <li>- Low birth weight</li> </ul>	<ul style="list-style-type: none"> <li>- Neural behavioural issues</li> <li>- Baby cannot process alcohol &amp; their blood alcohol content is same as mothers</li> <li>- Foetal Alcohol Spectrum Disease</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>- Damages every major organ</li> <li>- Risking diseases</li> </ul>	<ul style="list-style-type: none"> <li>- Breast cancer risk</li> <li>- Heart disease</li> <li>- High blood pressure</li> <li>- Memory issues</li> <li>- Violence</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>- Smoke Free Action website</li> <li>- Brock University website</li> </ul>	<ul style="list-style-type: none"> <li>- Centres for Disease Control and Prevention website</li> <li>- National Organization on Foetal Alcohol Syndrome website</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ul style="list-style-type: none"> <li>- Gives statistics and information</li> <li>- Provides avenues for mothers to get help</li> </ul>	<ul style="list-style-type: none"> <li>- Gives statistics</li> <li>- Information on the effects</li> <li>- Provides options for mother to receive help.</li> </ul>

## Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

	Smoking	Drink
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	ANTI-SMOKING ADVERT  Print The effects of TABACO in the Womb <a href="http://www.motherhelp.com">www.motherhelp.com</a> IN OFAS.org	ANTI-DRINKING ADVERT  <u>Print</u> PREGANT? Don't drink
EFFECTS ON UNBORN CHILD	Delayed still birth Secondhand Smoking SIDS Birth Defects perinatal Deaths lung problems low birth weight	life long Brain damage to your child and body Stillbirth Prematurity miscarriage Small Birth weight Fetal Alcohol Hepatitis
EFFECTS ON MOTHER	Premature birth miscarriage stillbirth reduces amount of oxygen for the mother that is required Ectopic pregnancy	Heart disease Cancer Fertility problem unintended pregnancy STDs
INFORMATION TO HELP MOTHER	Talk with the obstetrician- gynecologist or other health care professional.	Obstetrician-gynecologist Professional healthcare
IMPACT OF ADVERTISEMENT (will it make a difference?)	Yes the advertisement will make a difference Because all the information that is giving on the ad to mothers / parents	Yes the advertisement is will make a difference because of the pic photos / graphics that are used to send the message.

### Andy

### Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

Double or quits

Drinking too much can have risks

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	Internet Poster	Internet poster
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>• Miscarriage</li> <li>• Still birth</li> <li>• Prematurity</li> <li>• Fetal</li> <li>• SIDS</li> </ul>	<ul style="list-style-type: none"> <li>• Miscarriage</li> <li>• Stillbirth</li> <li>• Prematurity</li> <li>• FASDs</li> <li>• SIDS</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>• Low Birth weight</li> <li>• Placental Abruption</li> <li>• Placenta previa</li> <li>• Premature rupture of membranes</li> <li>• Ectopic pregnancy.</li> </ul>	<ul style="list-style-type: none"> <li>• Injuries/Violence</li> <li>• Heart disease</li> <li>• Cancer</li> <li>• Sexually transmitted diseases</li> <li>• Fertility problems</li> <li>• Unintended pregnancy</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>• Smoking will cause your baby to have birth defects.</li> <li>• Keeping the mothers healthy keeps the baby healthy.</li> <li>• Have substitute ways to smoke</li> <li>• Use birth control pills to stop chances of being pregnant</li> </ul>	<ul style="list-style-type: none"> <li>• Assess a woman's drinking</li> <li>• Recommend birth control if a woman is having sex, not planning to get pregnant, and is drinking alcohol</li> <li>• Advise a women to stop drinking if she is trying to get pregnant or having unprotected sex.</li> <li>• Refer for additional services if a women cannot stop drinking on her own</li> <li>• Follow up yearly or more often as needed</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	The advertisement is designed to show mothers the effects of smoking and how it will ruin the chances of the baby being healthy.	The advertisement will help an uneducated woman on the effects of drinking will have on their child also how to help have your baby as healthy as possible

# Charlotte Raccanello.

## Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	 Print: Smoking during Pregnancy <a href="https://www.cdc.gov/tobacco/basic-information/health-effects/pregnancy/index.htm">https://www.cdc.gov/tobacco/basic-information/health-effects/pregnancy/index.htm</a>	Alcohol Think Again <a href="https://alcoholthinkagain.com.au/">https://alcoholthinkagain.com.au/</a> Your - Health
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>* Women smoking have more difficulty getting pregnant.</li> <li>* cause tissue damage in lung &amp; brain.</li> <li>* relationship between tobacco &amp; miscarriage</li> <li>* Born addicted.</li> </ul>	<ul style="list-style-type: none"> <li>* Development of embryo &amp; fetus</li> <li>* pass through mother's blood.</li> <li>* Foetal Alcohol Syndrome <ul style="list-style-type: none"> <li>↳ effects brain &amp; organs</li> <li>↳ musoskeletal defects</li> <li>↳ limb defects</li> <li>↳ Poor social skills</li> <li>↳ intellectual &amp; learning disabilities</li> </ul> </li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>* reducing mother's chance of getting pregnant</li> <li>* Addictive issues</li> </ul>	<ul style="list-style-type: none"> <li>* Struggling with addiction issues</li> <li>* Poor nutrition</li> <li>* Smoke</li> <li>* weigh less than average</li> <li>* may affect parenting / care giving abilities</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>* Baby born addicted causes high-pitch screaming &amp; being stressed out.</li> <li>* Tissue damage will be caused.</li> <li>* High chances of losing baby if too continue.</li> </ul>	<ul style="list-style-type: none"> <li>* Informing the mother that there will be defects with facial features.</li> <li>* organ / Brain issues.</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ul style="list-style-type: none"> <li>* An ultrasound on poster representing that it could possibly be your baby, informing the audience that smoking can cause defects.</li> </ul>	<ul style="list-style-type: none"> <li>- Statistics / Numbers informing the person the chances of a miscarriage / stillbirth occurring.</li> </ul>

# Turcat Nicorette

## Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

	Drinking	Smoking
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>- FASD</li> <li>- Addiction later in life</li> <li>- ADHD - Spinal disease</li> <li>- ADD - Retardation</li> <li>- Alcohol dependency</li> <li>- Birth defects</li> <li>- Leads to drug addictions</li> <li>- Under developed brain</li> </ul>	<ul style="list-style-type: none"> <li>- SIDS</li> <li>- Low birth weight</li> <li>- Birth defects</li> <li>- Jitteriness</li> <li>- Oral fixation habits</li> <li>- Addiction</li> <li>- Lung cancer</li> <li>- Premature birth</li> <li>- Withdrawal</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>- Heart Disease</li> <li>- Cancer</li> <li>- STI</li> <li>- Fertility issues</li> <li>- Unintended pregnancy</li> <li>- Kidney failure</li> <li>- Liver failure</li> </ul>	<ul style="list-style-type: none"> <li>- Lung cancer</li> <li>- Heart Disease</li> <li>- Weight loss</li> <li>- Fertility issues</li> <li>- Early onset menopause</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>- Walk / exercise</li> <li>- Don't drink while pregnant</li> <li>- If you drink your baby may have a difficult life.</li> <li>- www.midwife.org</li> <li>- www.betterhealth.vic.gov.au</li> </ul>	<ul style="list-style-type: none"> <li>- Don't smoke</li> <li>- www.Nicabate.com.au</li> <li>- www.Nicorette.com.au</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ul style="list-style-type: none"> <li>- I believe it would due to its harsh messages. Showing that fast children will live hard lives like prison, drug addiction or prostitution.</li> </ul>	<ul style="list-style-type: none"> <li>- I believe it would make a great difference for not only mothers but everyone to help friends or family members quit. The ad shows the hard truth of what you are doing if you smoke while pregnant.</li> </ul>

# Adam Simpson

## Anti-smoking and Anti-drinking advertising (10 marks)

Fill in the following table once

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	<p>Internet - 'Smoking During Pregnancy' By www.medindia.net</p> <p>Internet - A tip from a former smoker By centre of disease control &amp; prevention</p>	<p>Internet - Drinking too much can have many risks for women By www.cdc.gov USA.</p>
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>• Low birth weight</li> <li>• Preterm birth</li> <li>• Kidney damage</li> <li>• sudden infant death Syndrome</li> <li>• Birth defects</li> </ul>	<ul style="list-style-type: none"> <li>• Stillbirth</li> <li>• Prematurity</li> <li>• Fetal Alcohol Spectrum Disorder (FASD)</li> <li>• Sudden infant death Syndrome (SIDS)</li> <li>• STI's</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>• Difficulty getting pregnant</li> <li>• Placenta complications</li> <li>• Miscarriage</li> <li>• Ectopic pregnancy</li> </ul>	<ul style="list-style-type: none"> <li>• Fertility problems</li> <li>• Unintended pregnancy</li> <li>• Miscarriage</li> <li>• Sexually transmitted diseases</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>• Women can access information or seek help by calling 1-800-QUIT-NOW</li> <li>• She could also visit CDC.gov/tips</li> <li>• Or visit the # #CDC Tips</li> </ul>	<ul style="list-style-type: none"> <li>• Recommends speaking to Doctors, nurses, health professionals</li> <li>• Gives five steps for professionals to help pregnant women These are:             <ol style="list-style-type: none"> <li>1. Assess a woman's drinking</li> <li>2. Recommend birth control if having regular sex</li> <li>3. Advise women to stop drinking when pregnant</li> <li>4. Seek additional services such as SAMHSA treatment locator www.treatment.samhsa.gov or Alcoholics Anonymous www.aa.org</li> <li>5. follow up frequently</li> </ol> </li> </ul> <p>I believe this ad is effective due to the large amount of information provided &amp; its easy to understand by just making all information easy to access</p>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ul style="list-style-type: none"> <li>• I believe it will make a difference as it clearly displays very serious issues &amp; risk for smoking when pregnant using clear &amp; simple wording to make it understandable to a wider audience</li> <li>• I believe the second ad is also effective due to its shocking story that appeals to audiences emotions (pathos) making them more likely to quit.</li> </ul>	

**Anti-smoking and Anti-drinking advertising (10 marks)**

Fill in the following table once

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	Internet AD - <ul style="list-style-type: none"> <li>↳ Smoking in pregnancy</li> <li>↳ When you smoke your baby smokes</li> </ul>	Internet AD <ul style="list-style-type: none"> <li>↳ Alcohol and pregnancy</li> </ul>
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>• premature birth</li> <li>• low birth rate</li> <li>• respiratory conditions</li> <li>• problems with ears nose and throat</li> <li>• obesity</li> <li>• diabetes } later in life</li> </ul>	<ul style="list-style-type: none"> <li>- Foetal Alcohol spectrum disorder (FASD)</li> <li>- physical, behavioral and intellectual disabilities</li> <li>- low birth weight</li> <li>- problems with kidneys and other organs</li> <li>- brain damage</li> <li>- hyperactivity } later in life</li> <li>- learning disability } or</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>• miscarriage</li> <li>• paternal deaths</li> </ul>	<ul style="list-style-type: none"> <li>- miscarriage</li> <li>- still birth</li> <li>- stress because of behavioral and FASD in baby.</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>- 1-800-QUIT-NOW</li> <li>- call or email me</li> <li>- visit vquitnetwork.org</li> <li>- help others</li> <li>- support each other</li> <li>- quit together</li> </ul>	<ul style="list-style-type: none"> <li>- go to NOFAS.org</li> <li>- shows website to find more information</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ol style="list-style-type: none"> <li>1) The impact it has is that it is colourful and eye catching. It also has reliable statistics to help the reader understand what and how much harm its causing.</li> <li>2) Its shocking and startling at this photo because it has the baby in smoke.</li> </ol>	colourful and draws the reader in to help the mother find out by thinking what she is doing to her child

**Anti-smoking and Anti-drinking advertising (10 marks)**

Fill in the following table once

	ANTI-SMOKING ADVERT	ANTI-DRINKING ADVERT
TYPE OF ADVERT (print, radio, TV, internet video, internet ad, etc.)	smoking and Pregnancy internet ad (poster, form)	Alcohol use during pregnancy. internet ad (poster form). Drinking too much internet ad (poster form).
EFFECTS ON UNBORN CHILD	<ul style="list-style-type: none"> <li>- Baby premature.</li> <li>- Underweight baby.</li> <li>- SIDS</li> <li>- Still birth.</li> <li>- Infant death.</li> <li>- Cleft lip/palate.</li> <li>- Birth defects.</li> <li>- Misscarry</li> </ul>	<ul style="list-style-type: none"> <li>- Misscarriage.</li> <li>- Still birth</li> <li>- Prematurity</li> <li>- FASDs)</li> <li>- SIDS.</li> <li>- low birth weight.</li> <li>- slow growth.</li> <li>- Behavioral / Learning problems.</li> <li>- Organ damage.</li> <li>- H</li> </ul>
EFFECTS ON MOTHER	<ul style="list-style-type: none"> <li>- Difficulty getting pregnant.</li> <li>- Placenta covers cervix</li> <li>- Placenta separates from womb. (bleeding)</li> <li>- Early labour (water b).</li> <li>- Ectopic pregnancy</li> </ul>	<ul style="list-style-type: none"> <li>- Injuries / violence.</li> <li>- Heart disease.</li> <li>- Cancer</li> <li>- STD.</li> <li>- fertility. <del>miss</del> problems.</li> <li>- accidental pregnancy.</li> </ul>
INFORMATION TO HELP MOTHER	<ul style="list-style-type: none"> <li>- Healthcare provider.</li> <li>- 1-800-784-8669 (1-800-quit-now).</li> </ul> <p><del>My young child's good reproductive health.</del></p>	<ul style="list-style-type: none"> <li>- Healthcare provider.</li> </ul>
IMPACT OF ADVERTISEMENT (will it make a difference?)	<ul style="list-style-type: none"> <li>- It will make a difference.</li> <li>- shows lots of information on baby &amp; mother.</li> <li>- Makes people think about what they could cause.</li> </ul>	<ul style="list-style-type: none"> <li>- Will make a difference.</li> <li>- introduces the problem that people can cause themselves/baby.</li> <li>- Opens eyes to what could happen.</li> </ul>