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Dietary Intake Program for Anaemia Patients: A Social Innovation Project

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ABSTRACT

A common disease, called anaemia, has always been neglected by society. Most people are not aware of how bad this situation can be, especially about the suitable food for anaemic patients. In fact, there are roughly a million deaths per year of anaemia patients worldwide. Lack of awareness regarding this issue among people nowadays should cease to bring more attention to anaemia patients. Thus, it has led to the implementation of the video project titled “Dietary Intake for Anaemic Patients”. The objective of this program is to create a campaign to increase awareness among people in having a wise management of diet for anaemia patients. A production of an informative video was used for this project. This video discusses the objective of this program, the potential of this video, causes of anaemia, symptoms, and the healthy diet that is good for anaemic patients. Five students of Centre of Foundation Studies, UiTM, have been interviewed to ask them regarding the effectiveness of the video. Also, the main target audiences are children, pregnant women and people who suffer from chronic diseases as they are most likely to get anaemia. In conclusion, suffering from anaemia is not an issue that can be taken lightly by everyone in this world, instead, people should be concerned about this matter.

Keywords: Management of diet; iron-deficiency anaemia; iron-rich food

INTRODUCTION

Anaemia which is a common blood related disease that can occur to those with deficiency of healthy red blood cells. This unhealthy condition of red blood cells results in carrying inefficient amounts of oxygen to the human’s organs. There are many types of anaemia, but the most common type is iron-deficiency anaemia [1]. Iron deficiency anaemia is characterised by microcytic and hypochromic red cells on the peripheral smear. The patient frequently complains of generalised symptoms including weariness and dyspnea with effort. It has been discovered that patients with iron deficient anaemia experience more adverse events and a longer hospital stay [2]. In Malaysia, National Health and Morbidity Survey 2019 reported the frequency of cases among Malaysians is as much as 21.3% [3].

Blood loss is frequently to blame for being the cause of anaemia. Low blood iron levels brought on by blood loss might result in anaemia. In order to keep the blood vessels full as the body loses blood, the body takes water from tissues outside of the bloodstream. The blood becomes more water-diluted as a result, which lowers the red blood cells count [4]. An individual is described as being anaemic when they exhibit anemia-related symptoms. Anaemia has diverse effects on different people. For example, in children, anaemia may cause delayed motor skill development and learning difficulties [5].

Foods high in heme and non-heme iron, such as meat, poultry, seafood, beans, and green, leafy vegetables, should be included in an iron deficiency anaemia diet plan. Additionally, it will outline meals that facilitate iron absorption and warn against those that can obstruct it [6]. Heme iron can be absorbed up to 30% in the human body, however non-heme iron absorption varies from 1% to 10% depending on other nutrients and is substantially less bioavailable [7]. The majority of anaemic individuals are instructed to take 150–200 milligrams of iron daily [8].

Anaemia has negative consequences on a person's quality of life and productivity at work in addition to their physical health [9]. Therefore, we would like to provide the information regarding ways to reduce and prevent the occurrence of anaemia cases. To be more specific, we are focusing on the healthy diets that must be taken which consist of iron-rich food. We provide a campaign on taking food that majorly consists of iron. Unfortunately, only a few of people know the types of food that is iron-rich. Our project conveys the scenario that portrays the situation of an individual that is diagnosed with this specific type of anaemia; iron-deficiency anaemia. We also mention the types of food from leafy greens to nuts and seeds. Some of the food types are uncommon as the fact that meat is well known as one of the biggest sources of iron. Hence, from this project, we are hoping that people's knowledge can be increased as they will learn some more types of food that supply iron for human's body.

INNOVATION DEVELOPMENT

The innovation chosen by our team is a campaign through video production on anaemia. The video specifies a dietary intake programme for anaemia patients. It is produced to spread awareness about the fundamental foods that should be included in an anaemic patient's diet. In the video, we gave a thorough yet simple explanation of the dietary intake of an anaemic patient to ensure that it is easy to receive by a wide range of ages. We provide information regarding the regarding anaemia, symptoms of anaemia, food dietary intake for anaemic patients. The information used in the video is taken from reliable sources to avoid making false statements that could be misleading. The recording session included all five members, and each member acted according to their part. The recorded video was then proceeded to editing by using "vlllo".



Figure 1: Objective of this program

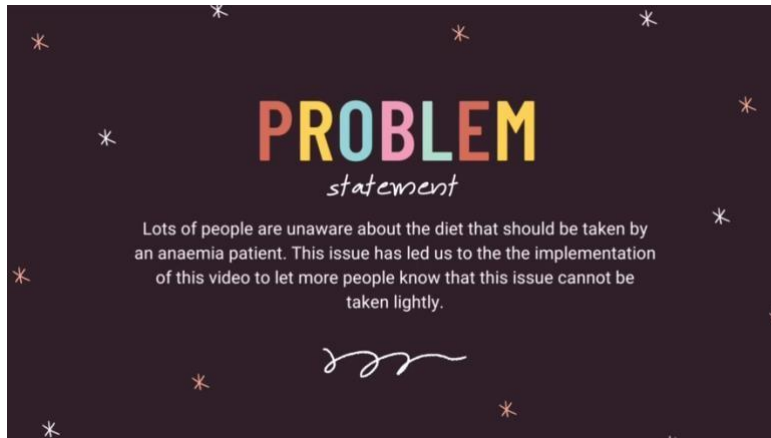


Figure 2: Problem statement



Figure 3: Commercialization potential of this video



Figure 4: Introduction of anaemia



Figure 5: Symptoms of anaemia



Figure 6: The dietary intake for anaemic patients



Figure 7: Other ways to maintain health to reduce risk of getting anaemia



Figure 8: Conclusion part

COMMERCIAL POTENTIAL

We propose to put our video on YouTube under health channel to assess the commercial potential of this video. This way of advertising our video will attract many viewers including international viewers to watch the video published. Besides that, we will also put our video on other social media platforms like Instagram, TikTok and Facebook to reach more viewers and let them know about anaemia. We believe that this video can be the solutions to anaemia patients because there is evidence that many conditions can be treated without using medication. This is what brings us to make a video production on anaemia that shows the dietary intervention to cure anaemia. This video is focusing on anaemia patients to control their dietary intake by taking in iron-rich foods that was provided in this video.

DISCUSSION

A qualitative survey has been conducted among 5 students of Centre of Foundation Studies, UiTM. This survey was carried out to help with future planning by providing opinions from the anaemic patient and others. Two of them are anaemic patients while three of them are not an anaemic patient. From the survey, we got positive feedback from the respondents. Fatihah, a student of Foundation of Law KPTM, stated that, “As a patient of iron-deficiency anaemia, I find that it is nice and informative content since it provides new knowledge in a crystal clear and interesting way. The presentation is fun and creative too with an entertaining background sound, which made me interested in watching the video till the end. Overall, it is a useful and most importantly enjoyable one.” Besides, an anaemic patient, Adilah, a student of TESL said, “This video is interesting and very well made. Indeed, I have experienced all the symptoms that are stated in the video. I can confirm that the diet stated in the video is accurate.” The other three of the respondents said that the video is simple, yet informative and fun to watch. This positive feedback about the video will have a potential to attract more viewers from all ages to learn more about anaemic patients’ diet.

CONCLUSION

In conclusion, we manage to produce a short, informative and engaging video that specifies a dietary intake programme for anaemic patients based on our own creativity as a method on



spreading health awareness. By doing this, it could draw in more people as we convey our information in an entertaining way. As a suggestion, we think that organizing an event that sponsored walking, cycling and jogging can encourage communities to practice a healthy lifestyle by doing some physical activities. Besides, social media is quite significant today as people including adults and teenagers has been use it every day. News spread quickly, and a post going viral can happen in just a few minutes. It is an effective strategy for encouraging more people to raise health awareness. Therefore, we hope that we can help them realize on how important to practice a healthy diet and how it might motivate them to take good care of their health.

ACKNOWLEDGEMENT

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