

Communication for health promotion with DF's students

Ana Carolina de Oliveira
Fundação Oswaldo Cruz (Fiocruz – Brasília)
anacarol@fiocruz.br

Nayane Yuri Taniguchi Cunha
Fundação Oswaldo Cruz (Fiocruz – Brasília)
nayanetaniguchi@fiocruz.br

Cecília da Almeida Lopes
Fundação Oswaldo Cruz (Fiocruz – Brasília)
cecilialopes@fiocruz.br

Introduction

Education and Communication have faced similar challenges today. Just as Freire (1977) points to education as a process that goes beyond the mere transmission of information, many theorists of communication, including Araújo (2007), also highlighted that traditional models of communication, focusing on unilateral emission processes messages, are outdated and no longer meet the social needs.

Considering that both areas are necessarily involved in the educational process, it is therefore expected to act in an integrated way to search for new ways of knowledge sharing and construction. Based on this assumption, the Office of Communications (Ascom) Fiocruz Brasilia has been associated with other areas of the institution (such as Programs: Education, Culture and Health, and the Food, Nutrition and Culture) to lead an initiative with an educational and communication basis mechanisms in that dialogue, exchange and knowledge sharing was encouraged.

For the past three years, Fiocruz Brasilia develops activities in different public schools in the Federal District located in Sobradinho, region next to the central area of

Brasília, incorporating a scope of actions and strategies related to Health in Schools Programme (PSE), interministerial action developed by ministries of Education and Health.

Thus, in an unprecedented initiative, the institution held, on 27 May 2013, a series of activities related to dengue and healthy eating in Elementary Education Centre (EFC) 07, located in Sobradinho II.

At that time, data from the Ministry of Health indicated that Sobradinho was one of the DF regions that had more cases of dengue in 2013. Between January and May, 382 cases were identified in Sobradinho I, and 583 cases in Sobradinho II. Both cities had a high risk of transmission, with an average of 483.81 (Sobradinho I) and 776.73 (Sobradinho II) cases per 100 000 inhabitants. According to the Department of Health of the Federal District, 85% of dengue grounds are found inside houses. Among the games and activities related to the disease that have been developed for students were the Health Quiz - game of questions and answers – and the Dengue Game, in which participants must identify on a panel possible breeding ground larvae of the mosquito *Aedes aegypti*, the disease's transmitter.

In relation to obesity, according Ministry of Health data, at that time, referred to the part of society that spontaneously seeks health services, 16.7% of Brazilian adolescents (10-19 years) are weight exceeded; 12.3% overweight and 2.3% show characteristics of obesity. The Unified Health System (SUS) spends R\$ 488 million annually with the treatment of diseases associated with obesity. The numbers related to obesity also grow every day, and show the need to raise awareness about the importance of food choices for a healthy lifestyle. To address this issue Fiocruz led to school activity entitled "Learn to eat playing", a simulation of self-service restaurant, through which young people are encouraged to make healthy choices in their diet

The initiative was carried out with 83 students, between 10 and 13 years old, in a public school located in Sobradinho II, in the Federal District (DF). The experience had the theoretical background of the Dialogic Communication of Paulo Freire (1977), and developed strategies from the wider concept of health, which suggests, according to the Final Report of the 8th National Health Conference, that the relationship between health / disease depends not only on biological factors, but also on social factors. The document

even refers to education as one of the health promoting factors: "(...) In a broad sense, health is the result of conditions of food, housing, education, income, environment, transport, employment, leisure, freedom, access and land tenure and access to health services (...)." (Brazil, 1986:4).

The action gained wide acceptance by students and also by the teachers and the school governing body. Therefore, although it has been treated as a pilot project, the initiative should be expanded and transformed into a continuous and comprehensive action.

Metodology

The action taken by the Communication Office (Ascom) of Fiocruz Brasilia in the Center Elementary School (CEF) 07, located in Sobradinho II, was inspired by the Dialogic Communication of Paulo Freire, as well as on theories of communication that consider the participation of the subjects in communication processes. So it was developed with an educational character that stimulated the search for knowledge and allow dialogue among participants.

In all, 83 students, between 10 and 13 years old, participated of the activities. All of them were distributed by three games and jokes: Health Quiz (figure 1), Dengue Game (figure 2), and Eat and Learn Playing (figure 3). The first two of them deal with dengue, and the third, about food and nutrition.

In Health Quiz, questions are posted to two participants (which can represent schools, classes etc), and the one who knows the correct answer presses a button that activates a siren light placed on a countertop. Win one participant or team that makes the highest number of correct answers. The questions are prepared in accordance with the theme and the participating public, which favors its replicability in different environments and occasions.



Figure 1



Figure 2



Figure 3

The Dengue Game has a large panel with a backyard of a house drawing in which several objects are scattered. After receiving guidance on the disease by a technician, participants have a defined time to identify and paste it in the panel adhesive in the shape of an "X" to indicate that this is a possible dengue mosquito breeding ground. The team that scores the highest number of correct answers is the winner of the game.

The Learn to eat playing activity simulates a self-service restaurant and offers several replicas of food for the participant to mount his plate without interference from anyone. After serving, participants meet in small groups with nutritionists who provide some guidance, but, above all, discuss with participants about food choices.

Although they can be applied to all public, the proposed activities focus on children and youth by seeing in them great potential for proliferation of information and mobilization of families as well as their respective school communities.

The activities were carried out over a whole afternoon in the schoolyard, where students circulated and chose the activity they wanted to participate. At the end of the activities, all children and adolescents completed a questionnaire whose purpose was to analyze the perceptions of participants on activities.

Results and discussions

The results achieved by carrying out the activities at the school can be observed either by an objective or by a subjective prism. In the objective aspect, it is noteworthy that were interviewed via questionnaire, 83 people. Within these, 10% were 10 years old; 65%, 11 years old; 6%, 12 years old and 1% 13 years old. Note that 18% of students did not report age. Of the amount, 72.3% participated of the Dengue game, 67.5% of the Health Quiz and 39.8% of the Learn to eat playing.

As for their opinion about the activities, 96% of students said they enjoyed it; 1% said they did not like it, and 2% indicated 'more or less'.

From a more subjective perspective, and from the analysis of students comments about the proposed activities, it was noted that the proposed action reached the goal, since the students have demonstrated understanding of the proposal and the project contents.

Also the teacher and governing body of the school expressed verbally positively about the activities developed. Besides extolling the effectiveness and attractiveness of the activities format, they also considered pertinent the choice of themes, which, they said, were being held with students in the classroom.

By analyzing the results of activities in Sobradinho school, it was identified the possibility of expanding the action in order to enhance the communication intervention and non-formal education for health promotion in school communities. The proposal is based on an ongoing intervention in each school, allowing the approach of different themes each month, after identifying priority needs. The schools to be selected should preferably be part of the Health in Schools Programme (PSE), and will receive interactive activities that address a specific health theme, so that students learn having fun and feel freer to talk about their reality and multiply the knowledge acquired in their community.

It is intended that the activities be developed according to the priority issues involving each school community, according to surveys made in advance by the technical department. This is a pilot project, to be developed by Ascom Fiocruz Brasilia during the second half of 2014, in partnership with other sectors and units of Fiocruz, as well as with external partners such as the University of Brasilia (UNB), Secretariat Education and National Health Surveillance Agency (ANVISA), in addition to more meaningful participation by technical areas of Fiocruz Brasilia, such as the Program of Education,

Culture and Health (Pecs) and Food and Nutrition program (Palin), mainly in the guidance on the development of activities to be prepared and the training of monitors that participate in the project.

Participation of UnB in the project would be through the Center for Studies in Public Health (NESP), which develops Radio Web Health UnB, which may assist in the production of videos, interviews and other audiovisual materials with participating students. From their results it is expected to expand operations in the Federal District. An action plan for the continuity and expansion of the initiative shall be prepared and shall consider, among others, the following steps:

- Establishing partnerships;
- Selection of two schools that belong to the Health Programme in Schools (PSE);
- Survey of priority health issues to be worked at;
- Definition of methodology and development of the activities;
- Definition calendar;
- Realization of activities in schools;
- Evaluation of results.

References

Book

ARAÚJO, I. S.; Cardoso, J. M.(2007), Comunicação e Saúde, Rio de Janeiro, Editora Fiocruz.

Book chapter

BATISTELLA, Carlos (2007), “Abordagens contemporâneas do conceito de saúde”, en FONSECA A. F. Y CORBO A. D., (org), O Território e o processo saúde-doença, Rio de Janeiro, EPSJV/Fiocruz, pp 51 – 86.

CARDOSO, J. M. (2006), “Comunicação e saúde: desafios para fortalecer o SUS, ampliar a participação social e o controle sócia”, en Coletânea de Informação e Comunicação em saúde para o exercício do controle social, Brasília, Edotora MS, pp 45 – 56.

Scientific periodic article

OLIVEIRA, A. M. F (2009), “Informação, educação e comunicação em saúde: é suficiente atuar em rede? Os desafios éticos da formação do profissional de saúde na pós – modernidade,” *Tempus – Actas de saúde coletiva*, vol 3 n 1, pp. 14-27.