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ABSTRACT

Health promotion aims to create mechanisms that reduce situations of vulnerability, incorporating social participation in a responsible way, giving the individual knowledge and empowerment about their own health and ways to improve their quality of life. This work provided the Dentistry and Physiotherapy students of the Health Sciences Center of the State University of Northern Paraná - UENP - Jacarezinho Campus, with basic, pedagogical and practical concepts on how to interact with the population and communities in health promotion actions.

Keywords: Public health, Health Education, Oral Health.

RESUMO

A promoção da saúde visa criar mecanismos que reduzam as situações de vulnerabilidade, incorporando a participação social de forma responsável, proporcionando ao indivíduo conhecimento e empoderamento sobre a própria saúde e formas de melhorar sua qualidade de vida. Este trabalho proporcionou aos alunos de Odontologia e Fisioterapia do Centro de Ciências da Saúde da Universidade Estadual do Norte do Paraná - UENP - Campus Jacarezinho, conceitos básicos, pedagógicos e práticos sobre como interagir com a população e a comunidade em ações de promoção da saúde.

Palavras-chave: Saúde pública, Educação saudável, Saúde bucal.

1 INTRODUCTION

Health promotion (HP) broadens the understanding that health is not only the absence of disease, but that it also advances the understanding of health as a positive state, referring to a complex network of interdependencies and interrelationships in which it is not possible to establish linear causality (FRAGA et al., 2013). Thus, "health should be seen as a resource for life, and not as an objective of living [...]", it "*is a positive concept, which emphasizes social and personal resources, as well as physical capacities*" (MINISTRY OF HEALTH, 2002 p.19-20).

In this way, HP goes beyond health care, it is understood as a transversal, integrated, inter and intra-sectoral articulation strategy, aiming at the creation of mechanisms that reduce the situations of vulnerability, respecting the differences between needs, territories and cultures present in our country, radically defending equity, and

incorporating participation and social control in the management of public policies, forming networks of commitment and co-responsibility (CONASS, 2011).

In this context, based on all the needs faced by academics in the health field, it is necessary to discuss the concepts that support direct actions in health as pedagogical practices, making them clear to all involved. As a result, undergraduates need to learn about HP and it is necessary to address some principles, concepts, ethics and health practices that respect the autonomy of subjects/users of health services. Health education is one of the main strategic center line for HP. It can represent a reductionist form, whose practices can have an imposing and prescriptive character of ideal behaviors, detached from reality and distant from the subjects, or can aim to participate in interventions in the solid reality of life of each subject, seeking quality of life, that is, be an education for citizenship (PEDROSA, 2007).

The theme of these extension events was to allow undergraduate students of dentistry and physiotherapy at the Health Science Center at the State University of Northern Parana – UENP – Jacarezinho to come to have a theoretical and pedagogical basis on the topic of Health Promotion and its ethical concepts; these projects were developed with the aim of providing students and other interested parties with a better interactive, dynamic and contextualized learning about the theme Health Promotion and ethics in its realization, with the ultimate objective of training students in promoting in a humanitarian way the health, as HP is one of the main strategies of Primary Health Care.

The events sought to provide an opportunity to reflect and learn more about topics that are part of the daily life of health professionals, from pedagogical practices in health, to technologies to approach the individual, family and community. Thus, we present the main concepts relevant to HP from situations, concepts, theories, as well as ways of dealing with and approaching individuals and communities in general.

The projects are finding a way to improve in an essential way the qualification and training of Dentistry and Physiotherapy students at the Health Science Center - CCS of UENP - Jacarezinho, directed in practice when related to Health Promotion (HP). About 70 people participated in each edition, including first year students of Dentistry and Physiotherapy and other students from UENP-CCS, as well as the professors responsible for the event, covering different perspectives of their social representations.

2 METHODS

The projects consisted of lectures, with the following themes: “*Playful Activities*”; “*First Aid and its Importance*”; “*Professional/Patient Relationship*”; “*Health Promotion - Challenges in the Implementation of Collective Actions in Public Health*”; “*The Correct Posture: How to Guide?*”; “*Health Promotion in Health Posts*”; “*Promotion of Oral Health, How to Do it, How to Speak and How to Act*”; “*Health Promotion in the Private Clinic: How to Act?*”; “*The importance of palliative care for the formation of a multiprofessional team: a look beyond Science*”.

In these extension events, mini-courses were also offered, such as “*Humanized Care and Ethics*”, to guide participants on the best way to treat the patient, both in a private clinic and in the public service, which can be implemented in the HP; and a short course on the Mendeley program, in order to encourage participants to produce articles and scientific material on health promotion actions. In addition, the day before of the events is made available for presentation of works related to HP, performed by students. And, to finish the activities, there is a health promotion action with the distribution of oral hygiene kits, tooth brushing and postural guidance for children from the “*Culture in the Neighborhood Project*” (*Projeto Cultura no Bairro*), in 2017 and for young people from the Youth Center of the Airport Neighborhood, from the Jacarezinho city, in 2018 by the project participants, in order to bring the practical reality of health promotion.

3 RESULTS

The projects were publicized at the University through their logos (figure 1).

Figure 1 - Logos of the 2017, 2018 and 2020 projects



In the year 2017 in the lecture of Dr. Douglas F. da Silva (Figure 2a) the event participants learned about the importance of recreational activities in health promotion, especially in oral health. At this point, the professor/lecturer approached the basic and

theoretical concepts of this practice, showing that playful activities are revealed through toys, games and parties, causing a feeling of relaxation and pleasure to those involved. Thus, by promoting less formalized actions, play enhances the bond between professional and user, allows the exchange of ideas and feelings and, therefore, becomes capable of producing knowledge.

Dr. Sibelli Parreiras (Figure 2b) added knowledge related to the practice within communities and dental clinical reality, directing participants on how they can act and carry out health promotion in different areas. In this lecture, participants were also introduced to basic concepts of pathologies: dental caries, periodontitis and gingivitis, and how these diseases should be induced in communities during health promotion.

The lecture by nutritionist Dr. Terezinha Cecilia de Andrade (Figure 2c) showed the importance of healthy eating at all stages of life and how food works in the dental field, which can reduce the incidence of oral diseases. Dr. Mahara Daian Lemes (Figure 2d) presented a little about the day-to-day reality of the ICU and how to carry out a more humanized and integrated treatment. In this lecture, it was shown that in health, humanized treatment is one that is concerned with individuals in addition to the technical view of the disease, surgical procedures and medicines. It is to worry about the emotional side of the user, and make the patient trust and feel that the health professional sees him / her affectionately, with the problems that are inherent in everyday life, as a fallible being, and thus recover him from his conditions. corroborating their emotional improvement.

Dr. Walquiria (Figure 2e) presented about the baby clinic, in Ourinhos, where they practice health promotion, being one of the main strategies. The speaker highlighted the importance of children's oral health, even at ages below three years. In this lecture, how to promote and prevent oral health was presented, through concepts and practices in relation to food, breastfeeding, the sugar diet, the handling and hygiene of children's mouths.

Dr. Gabriela pointed out the difficulties and the way to work with patients from 0 to 14 years old and pregnant women. All lectures discussed and presented the practical and theoretical reality, within the HP, adding greater qualification in the training of the participants.

The playful activities workshop (figure 3) provided participants with the opportunity to learn how to make their own recreational games to work on health promotion with children.

Figure 2 - Lectures. (2a - Dr. Douglas F. da Silva, 2b - Dr. Sibelli Parreiras, 2c - Dr. Terezinha Cecilia de Andrade, 2d - Dr. Mahara Daian Lemes, 2e - Dr. Walquiria, 2f - Dr. Gabriela.)



Figure 3 - Playful activities workshop.



In 2018, participants of the event learned about the importance of recreational activities in health promotion, especially in oral health. At this point, the professor/lecturer addressed the basic and theoretical concepts of this practice, showing that playful activities are revealed through toys, games and parties, causing a feeling of relaxation and pleasure to those involved.

The lecture of the student Vagner Júnior (Figure 4e) added the knowledge related to the practice of first aid, both in patients, directing the participants in order to be able to act and perform the first aid in different areas.

The lecture by the psychologist Grazielle Tonet (Figure 4g) showed the importance of relationships between professionals and patients, how to act ethically, how to have a close relationship, without disturbing the professional secrecy relationship.

Dr. Shênya Rodrigues (Figure 4d) presented a little about the daily reality of Unified Health System (*Sistema Único de Saúde - SUS*), exemplifying how it is possible to implement collective actions in public health. In this lecture, it was shown what the interdisciplinary relationship in the public service is like, and how it should be conducted to provide the best care and treatment to patients.

Dr. Marieli Stocco (Figure 4h) presented how to guide the correct posture, which is a great way to promote health within the area of Physiotherapy. At the end of the lecture, the teacher made time available for students to practice postural assessment and correction on each other.

Dr. Keli Victorino (Figure 4a) pointed out the difficulties that exist in daily work at “SUS”. She showed how the relationship and performance of the Family Health Team is, as well as exemplifying how care is provided at Health Posts.

Dr. Sibelli Parreiras (Figure 4f) showed the best way to promote health, how to promote, how to act with patients, how to speak to the public.

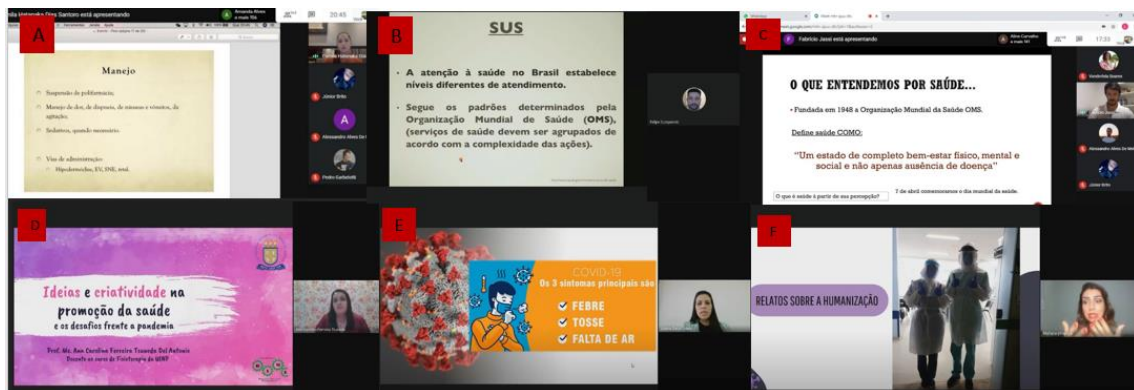
Dr. Augusto Foggiato (Figure 4c) presented students with the best way to promote health within the private clinic, pointing out the differences between how health is promoted in the public system and how health is promoted within the private clinic.

Figure 4 – Lectures. (4a – Dra. Keli Victorino, 4b – Dr. Douglas Silva, 4c – Dr. Augusto Foggiato, 4d – Dr. Shênya Rodrigues, 4e – Discente Vagner Júnior, 4f – Dra. Sibelli Parreiras, 4g – Grazielle Tonet, 4h – Me. Marieli Stocco)



In 2020, during the event, an online lecture was held, where relevant and important topics for Health Promotion, humanized care, clinical practices and professional experience in various areas of Health knowledge were addressed and all focused or related to the current problems caused by the Sars-Cov-2 Pandemic (COVID-19). This was the first Health Promotion event, since this event has been held since 2017, in which we had a great participation, not only from CCS health students, but also from other institutions and active professionals (figure 5).

Figure 5 - Lectures. (5a - Dr. Camila Hataka Dias Santoro; 5b - Dr. Felipe Sczepanski; 5c - Dr. Fabrício Jose Jassi; 5d - Mr. Ana Carolina Ferreira Tsunoda; 5e - Dr. Juliana Zorzi; 5f - Dr. Mahara Daian Garcia Lemes)



4 DISCUSSION

In the health field, changes in the educational model and traditional pedagogical practices have been fundamental for the formation of trained and humanitarian professionals, as in situations that show the need for health promotion in certain societies. Changing from a model of care focused on the disease to another focused on health requires a lot of effort to change habits and customs. Thus, educational practices that seek an education focused on family life, human coexistence, work, social movements, society organizations and cultural manifestations are essential for the formation of academics and make them ethical and humanitarian professionals (DHAI, 2016). From this view, health promotion events took place, in order to train professionals with the ability to treat their patients in a more preventive, humane way, always with the intention of empowering them to take care of their own health.

The promotion of oral health is not so different from the health promotion itself, the difference being that the dentist has the duty to encourage re-education and change of habits in the patient's life, so the patient leaves the scope of the office and manages to

improve their own oral health. Health associated with education is constantly evoked when the issue that revolves around the conditions and quality of life (DUMUID et al., 2017), being thus of utmost importance extension projects in which students pass on the knowledge acquired in the classroom for the population, generating growth of experience for the student and knowledge for the population.

Thus, based on all the needs faced by academics in the health field, it is necessary to discuss the concepts that support direct actions in health as pedagogical practices, making them clear to all involved. Pedagogical concepts are the different ways in which education is understood, theorized and practiced, that is, the way and way of operating and carrying out the educational act. Thus, through theoretical and pedagogical concepts, it is possible to provide a first contact to undergraduate students about health promotion and all the problems and difficulties commonly present in health services, contributing to them being trained to provide quality assistance and always aiming at the welfare of those served (JUNIOR, 2020).

5 CONCLUSION

At the events, the participants obtained knowledge and were able to be trained in basic information and concepts of Health Promotion and Health Education, and all the current relationship with the SARS-CoV-2 Pandemic (COVID-19) and the consequences for the areas of health.

- They were taught to identify the different social, cultural, behavioral, biological processes, among others, that interfere in the dynamics of the health problems of individuals, families and the community;
- Ethical reflections were formed on the main health problems in regional communities and all the problems caused by the SARS-CoV-2 Pandemic;
- They were instructed to analyze different diagnoses and the performance of health professionals on risk factors and health problems, according to different life cycles;
- They were instructed to identify changes in normality that indicate the need for a health diagnosis;
- Educational, health promotion and health surveillance actions were designed and executed.

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