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PUBLIC HEALTH IN FOCUS - COVID-19

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Abstract: The Project: “Saúde Pública em Foco” (Public Health in Focus) was an extension project that aimed to socialize the academic community of the Instituto Federal Goiano – Campus Urutaí and the population of the city of Urutaí – GO, through radio and social media platforms, such as Instagram, Facebook, YouTube and Podcasts. The project was based on scientific journalism for the production of programs and informative texts in simple language, seeking a better understanding of listeners and readers. We sought to provide visibility to the importance of the veterinarian for the integral health of the population, providing scientific knowledge accessible to the listener/reader and the exchange of knowledge, through a communicational pedagogy integrated with the didactic-pedagogical practice of the teaching and learning process and dissemination of information. Public health issues, epidemiology and non-pharmacological measures to face COVID-19 were addressed. This way, the interaction with readers and listeners allowed access to information, highlighting the importance of the veterinarian in public health to face COVID-19, reducing the vulnerability of the population due to lack of access to knowledge.
Keywords: New coronavirus; Health education; Pandemic.

INITIAL CONSIDERATIONS

On January 30, 2020, the World Health Organization (WHO) declared a Public Health Emergency of International Concern (ESPII) for COVID-19, a disease caused by the novel coronavirus – SARS-CoV-2. On March 11, 2020, it became a pandemic. In Brazil, the first case was confirmed on February 26, 2020 and, since then, the Ministry of Health (MS) has adopted measures to organize and qualify health services, such as the Guidelines for the Diagnosis and Treatment of COVID-19,

the National Contingency Plan for Human Infection by the new Coronavirus, the Clinical Management Protocol for Coronavirus (COVID-19) in Primary Health Care, among others (CRODA and GARCIA, 2020).

Second, Lana et al. (2020), the potential arrival of the new virus puts the existing surveillance structure in the country to the test, especially at a time when the reduction of investments in the Unified Health System (SUS) and in research weakens the capacity for early detection and response.

One factor that the MS must pay attention to is the generation of information through social media about the new coronavirus, mainly due to the lack of monitoring, response and dispersion of misinformation, disseminating false news without scientific evidence, thus becoming a risk to public health.

The Saúde Pública em Foco extension project concerns the creation of programs and informative texts to be disseminated on radio media platforms and social media in order to bring scientific information to the population of the city of Urutaí - GO.

The objective of this project was to meet the interests and aspirations of the listener/reader population of the city of Urutaí - GO, based on scientific journalism through a communicational pedagogy, covering as many people as possible to access scientific and technological knowledge of Public Health or Collective to face COVID-19.

DEVELOPMENT

Saúde Pública em Foco represents a platform for socialization between the academic community and listeners/readers, contributing in a scientific way to public health issues and the epidemiology of COVID-19. The programs used a colloquial and easy-to-understand language, in order to convey scientific information with reconstructed

language. The goal is for information related to public health to reach the largest number of people, whether in urban or rural areas, generation Y, generation Z or smartphone generation, raising awareness in a dynamic way.

Initially, the development of printed and digital material was carried out for the dissemination, in the form of an invitation, of the Saúde Pública em Foco program to students at the Instituto Federal Goiano – Campus Urutaí and to the population of the city of Urutaí – GO. Subsequently, the group carried out bibliographic surveys for the production of programs and informative texts, in addition to the creation of project profiles on social media. Social media were created for the project such as Instagram (Available at: <<https://www.instagram.com/saudepublicaemfoco/>>), Facebook (Available at:< <https://www.facebook.com/saudepublicaemfoco/>>) and YouTube (Available at:<<https://www.youtube.com/saudepublicaemfoco/>>).

The programs were broadcast via community radio Rádio Urutaí FM and Podcasts. Radio is a low-cost social technological resource, with a large population reach and rooted in the daily cultural practices of the Brazilian population. Social media and streaming technologies are pedagogical tools with great potential for learning. The themes of the programs were: COVID-19 – Origin and history of the disease; COVID-19 in Goiás; Health at home; Correct use of PPE; Prevention; Pet and COVID-19 - myths and truths. An online and free event was also held, organized by the title: “Webinar COVID-19: A Multiprofessional Vision”. This event was broadcast in Live format on YouTube, through the streaming platform StreamYard. With a total of 506 entries, and, on average, 960 views, it had the participation of people from different Brazilian states.

FINAL CONSIDERATIONS

Therefore, it is concluded that the extension project “Public Health in Focus - COVID-19” promoted access to information through its interaction with readers and listeners. This activity made it possible to highlight the importance of the veterinarian in single health to face COVID-19, reducing the vulnerability of the population due to lack of access to knowledge.

FINANCER

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