

ACADEMIC TRAUMA LEAGUE AS A VEHICLE FOR HEALTH PROMOTION DURING THE COVID-19 PANDEMIC – AN EXPERIENCE REPORT

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Abstract: Introduction: During the Sars-Cov-2 pandemic, isolation and social distancing reaffirmed the role of social networks as a way to disseminate information and facilitate health promotion. Thus, a trauma league developed accident prevention campaigns through its social networks with a focus on educating the public in a simple and objective way. Objectives: Highlight the role of the academic league as a factor in disseminating knowledge, helping to promote health and direct hospital resources during a pandemic through online campaigns. Methodology: Campaigns were developed addressing the theme “Accidents are Preventable”. Both aimed to reduce the number of admissions due to accidents in Intensive Care Units and increase the availability of beds for patients with Covid-19. The first campaign, “Fighting Covid-19 by Preventing Car Accidents”, was made up of a publication containing images that highlight the importance of complying with traffic laws and measures to prevent car trauma. The campaign “Combating Covid-19 by Preventing Domestic Accidents” was subsequently launched, consisting of a video with instructions on precautions for preventing domestic trauma. Such campaigns were promoted on social networks such as Whatsapp, Instagram, Facebook and Youtube, and, to increase reach, partnerships were made with other leagues in various states across the country. Results: Due to the sharing of campaigns on various social media, the audience reached was more than 247 thousand accounts, in addition to the audience reached by partner leagues, allowing for greater dissemination of knowledge about trauma prevention to the population, with national reach. Conclusion: Academic trauma leagues can combine with technologies to promote the sharing of trauma prevention information to the population and, indirectly, also assist in the treatment of patients hospitalized for

Covid-19 by greater targeting of hospital resources through trauma prevention.

Keywords: Accident prevention, Covid-19, academic leagues.

INTRODUCTION

With the advent of the Sars-Cov-2 pandemic, declared in March 2020, strict isolation and social distancing measures were implemented, including a state of public health emergency being declared, with the aim of reducing the spread and consequently the resulting morbidity and mortality of infection (3). As a result, many of the activities carried out by academic leagues, which were previously carried out in person, such as classes, practical activities and social projects, had to be adapted to the digital environment in order to maintain their role in academic training and its social impact.

In this context of social isolation, the exponential growth of social networks in recent years has gained even more strength, becoming the main means of interaction and communication between people. However, the role of social networks was not limited to entertainment, since with the urgent need to disseminate information about the pandemic to the general population, such as mode of transmission, lethality, prevention measures, among others, these platforms proved to be the main means of transmitting this information to a large number of people in a short space of time (5).

In this pandemic scenario, with a large volume of admissions to wards and Intensive Treatment Units (ICUs) resulting in overcrowding of hospitals(1), the Integrated Trauma and Emergency Care League of Espírito Santo (Laite) worked through campaigns to awareness on social networks about preventing accidents, especially automobile and domestic accidents, the latter having a significant increase during the

period of social isolation(2)(4), with the aim of reducing hospitalizations for preventable causes and enabling greater targeting of resources hospitals for patients affected by Covid-19. The objective of this work is to report the strategies adopted to disseminate information at a national level about accident prevention in a pandemic context and highlight the importance of academic leagues in addressing social issues.

METHODOLOGY

The campaign's central theme was "Accidents are Preventable", with the premise that reducing hospitalizations due to accidents would enable greater allocation of beds and resources for Covid-19 cases. The campaign was publicized through Laite's social networks, including WhatsApp, Facebook, Instagram and YouTube, in addition to the social networks of academic leagues and other partner groups, and was structured in two stages:

- 1) Stage 1: In this stage the topic "Combating Covid-19 by Preventing Car Accidents" was addressed, with publications being published addressing the impact of car accidents on the health of the population and the health system as a whole, in addition to basic measures that can be carried out by everyone to reduce these indicators (Figure 1). Release: 05/26/2020.
- 2) Stage 2: In this stage, the topic "Combating Covid-19 by Preventing Domestic Accidents" was addressed, and an instructional video was created about risk situations that can occur in homes and lead to accidents, as well as how to prevent them (Figure 2). Release: 06/11/2020.

In addition to disseminating the materials on the academic league's and partners' social networks, a draw was held for educational materials provided by supporting companies in which the criteria for participation was

sharing the guidelines on their social networks, in order to encourage the dissemination of information to as many people as possible (Figure 3).

To help disseminate the material, the league got in touch with other academic leagues and had support from several institutions that are a reference in health care in our region and in the country, such as the Regional Council of Medicine-ES, Fire Department of Espírito Santo, Cooperative of General Surgeons of the State of Espírito Santo (Cooperciges), ``Universidade Federal do Espírito Santo`` (UFES), Brazilian College of Surgeons (CBC), Brazilian Committee of Trauma Leagues (CoBraLT), among others.



Figure 3: Promotion of a draw carried out through a partnership with supporters with the aim of increasing the dissemination of information material.

Source: the authors

RESULTS

The dissemination of educational material through Laite's social media and academic leagues and partner institutions enabled wide distribution of information not only in the region, but throughout the country. Considering only the academic league's Instagram, the audience reached was more than 247 thousand accounts, exceeding the project's initial expectations. Through YouTube, 234 views of the campaign videos were recorded.

The use of various social networks, such as Whatsapp, Instagram, Facebook and Youtube, and the approach using simple and objective information were factors that helped in the dissemination of the materials, as they could be quickly read and understood by people of the most varied ages and locations.

Another positive impact of the campaign was the possibility of partnership and interaction between the academic league and its participants with medical associations and other groups that are part of health care, such as the Fire Department, demonstrating that even before completing their degree, academics from the health sector can be agents in encouraging health promotion and prevention.

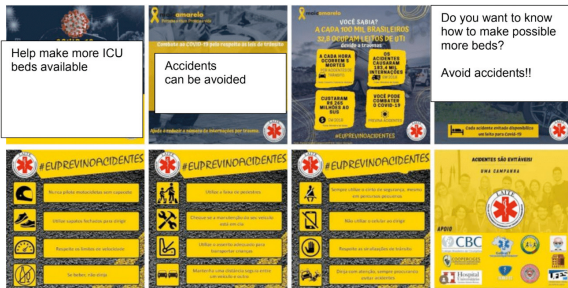


Figure 1: Informative posts published on social media in the campaign "Fighting Covid-19 by Preventing Car Accidents".

Source: the authors



Figure 1: Information present in the instructional video released on social media in the campaign "Fighting Covid-19 by Preventing Domestic Accidents".

Source: the authors

CONCLUSION

In a pandemic context, in which every action aimed at improving care for patients hospitalized with Covid-19 is of great importance, it is clear that the role of academic leagues goes beyond complementing the theoretical-practical training of academics in the field of health, and can be an important

channel of communication with the community to encourage health promotion and disease prevention.

In this context, the work of the academic trauma league combined with the responsible use of technologies allows not only the prevention of accidents, but also a greater targeting of hospital resources for the treatment of patients hospitalized for Covid-19.

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