

NURSING EDUCATION IN PRIMARY CARE: CHALLENGES IN CONTEMPORARY TIMES

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Abstract: Communication is one of the main human forms since the beginning. Thus, the present study emerged as a manifestation of the desire to understand the challenges in health education in primary care, not that the reality of the ease of exchanging information in technological resources. The nurse, as an educator, is an essential instrument of the health knowledge, although not the only one. Since the patient, as a social and critical being, can and must seek more than one source in the name of self-care. Correct idea reinforced from the emergence and dissemination of untruths about health on the most diverse platforms on the internet. Because in postmodernity, just as you can quickly find magazines and scientific articles from other continent, empirical knowledge gained more voice. In terms of health, this dissemination offers lethal risks but reiterates the thought of health as a construction, where patients and professionals construct by dialogue.

Keywords: Health education, technology, communication, primary care.

INTRODUCTION

With the growth in the number of internet users and the ease of accessing information, the sharing of false news has grown and health education, which used to be a dialogue between professionals and patients, has lost space for empirical knowledge disseminated by networks among patients. In addition, it became a harmful habit to prefer to look for recipes with strange ingredients than to go to the basic health unit. Since, in many cases, it is distant. Generally, only after trying several dubious recommendations and the condition has worsened, the patient looks for a professional. Consequently, this type of behavior has generated more risks, expenses and debilitation.

This work aims to understand the challenges of nurses in primary care as an

agent of health promotion, as they are the main gateway to the Unified Health System, and to recommend other perspectives and methods on the health education process in relation to fakenews.

METHODOLOGICAL COURSE

The qualitative research method was adopted. The collected data were obtained through bibliographic research. Books, magazines and articles specialized in nursing history, history of communication and health education in Brazil were used. In addition to seeking grounding in Brazilian laws and ordinances for a better understanding of the health education process by nursing and its current challenges.

THEORETICAL FOUNDATION

HISTORICAL PROCESS OF COMMUNICATION

It is necessary to highlight the period of prehistory and consequently human evolution. According to Bordenave (1982, p.24): “Whatever the case, what history shows is that men found a way to associate a certain sound or gesture with a certain object or action. Thus were born signs, that is, anything that refers to another thing or idea, and meaning, which consists in the social use of signs.”

The sounds emitted were grunts that with modern man the laryngeal muscles adjust, providing speech. And communication was also presented through cave paintings, as Anne Marie Pessis says in Images of Prehistory:

Considering cave paintings as an expression of modes of communication opened the way for getting to know the cultures of Prehistory. ... The possibility of graphically representing the sensible world is a result, in part, of the human species' ability to distance itself in relation to itself, to position itself in relation to others and to have a reflexive awareness as a consequence of the evolution process.

It is essential to understand the different forms of communication and the need to explore them for a better interaction and gain excellent feedback. In Sumerian society, in the Mesopotamian region, writing began around 4,000 BC, when temples and palaces were the center of society. About 500 years later (3,500 BC), another registration system, based on marks, in the form of a wedge had already been created. It was the origin of cuneiform writing. It was mainly made on clay plates. The peoples of Mesopotamia used writing mainly to record levy charges, food supplies, wars and battles, myths, deeds of kings and religious beliefs. Very few Mesopotamians knew about cuneiform writing. . Generally, it was the scribes who wrote. (Jefferson Evandro Machado Ramos Graduated in History from the University of São Paulo - USP 1994.)

In its origins, the radio appeared as a substitute for the telegraph, being, therefore, known initially as wireless. This rudimentary apparatus was used on ships for coded telegraphic transmissions. In 1916, there was a revolt for Irish independence and insurgents, in a pioneering way, used wireless to transmit messages. This was the first known use of modern radio. Marshall McLuhan (1979, p. 342).

THE FIRST STEPS OF HEALTH EDUCATION IN BRAZIL

According to the Ministry of Health, it was in Rio de Janeiro, in 1924, that there was the first Health Platoon in a state school, shortly afterwards they adopted the model in the Federal District. Soon after the appearance of radio, a new means of communication, it was favorable for health education. The Golden Age of Radio was the period from the mid-30s to the late 50s, it reigned as a means of communication. In 1937, in the month of December in São Paulo, a survey indicated that 60% of households had 1 radio set! In Brazil, a million! Decree Law 21.11 set a limit

of 10% of programming for advertising. Rádio Sociedade was donated by Roquete Pinto to the Ministry of Education and Culture, due to pressure from competition, with the condition of maintaining the station's commitment to education. Transmitting an unreal world, the radio remained on all day in homes, listeners lived their fantasies in a mixture of laughter and tears, as there was a varied program, featuring radio soap operas, musicals, news and comedy shows in auditoriums and many varieties. It sounds hilarious, but it was the radio broadcasts and their unreality that made us think of a reality in the outside world. It is correct to say that radio contributed to our making as a nation. Radio in Brazil has become the world in the hall of the Brazilian big step in communication. In its formation, the Brazilian people counted on Rádio Nacional, which was for the Brazilian people the channel of formation and information, and with that we can say that in the 1940s and 1950s, Rádio Nacional was the world of today, or that of today's world. it is the National radio of the past. Surveys carried out by IBOPE in 1944 indicated 70% of the audience, and Rádio Tupi 10% (in second place). Alone, Rádio Nacional makes 12 million more than Tupi in 1947, 50 million. In 1950, the radio had 10 conductors, 124 musicians, 33 announcers, 44 singers, 95 radio actors, 18 producers, 5 reporters, 24 editors, 240 administrative employees, 8 directors. Rádio Nacional (PRE-8) the most important radio station in Brazil, was private and was nationalized by Getúlio Vargas in 1940, to be used by the regime in favor of politics in this case, the Estado, Novo for Social control. The difference was notable with the support of the government and with the cash resource, it made all the difference in this golden age of radio in Brazil.

Traditional health education, initially called Health Education, emerged in Brazil from the need of the Brazilian State to control the epidemics of infectious diseases that

threatened the country's agro-export economy during the Old Republic, at the beginning of the 20th century. During this period, the Brazilian population was affected by diseases such as smallpox, yellow fever, tuberculosis and syphilis, which were related to the poor sanitary and socioeconomic conditions in which the people lived (1-2)

Through the means of communication available in that period, help was obtained to spread information about all diseases. It is of great importance to explain here about the importance of the means of communication in the dissemination of information necessary for the health of the Brazilian population. The first steps were taken during the period of the old republic that initiated and intensified the health education process in Brazil. And that since the beginning of the 20th century until the present day there have been great changes such as mass health education, as the means of communication have evolved and are always in constant change due to technology.

THE NURSE AS A CONTRIBUTOR TO HEALTH EDUCATION

The Ottawa Charter (1986), record of the First International Conference on Health Promotion, declares that health promotion is a joint action that encompasses the entire society. Thus, its health conditions are under the responsibility not only of health professionals and institutions, but of all members. She also emphasizes the importance of developing personal skills as a way to bring the individual's autonomy related to their health and reiterates:

It is essential to enable people to learn throughout their lives, preparing them for the different phases of existence, which includes coping with chronic diseases and external causes. This task must be carried out in schools, homes, workplaces and other community spaces. Actions must be carried out through educational, professional, commercial and voluntary organizations, as

well as government institutions (CARTA DE OTTAWA, 1986)

Since November 19, 2013, the Unified Health System has had the National Policy for Popular Education, which has the following principles: dialogue, love, problematization, shared construction of knowledge, emancipation and commitment to building the democratic and popular project. Since individuals are no longer seen as people who only enjoy curative health services. And yes as beings who, in their particularities, are part of the construction of knowledge in health.

The Alma-Ata Declaration, on the other hand, reiterates that from the practicality and scientifically based technologies that primary care must be substantiated. With regard to minimum duties, education is one of the main terms for their performance.

THE CHALLENGES FACING POST-MODERNITY

With the advancement of technology, many advertising strategies have not changed, as Cuzcano says:

The communication and information phenomena of recent years have marked the trend of subjective and emotional discourse, just as the Oxford Dictionary called the word 'post-truth' (post-truth in English) as the word of the year in 2016 and to define it as an adjective related to circumstances in which goals have less influence on the formation of public opinion than those that appeal to emotion and personal achievement (Oxford-Dictionaries, 2016). Therefore, according to Oxford, postponement works when people prefer to do it because of their suspicions and emotions rather than objective truth (CUZCANO, 2020)

Through these tools you can understand the repercussions of false news so quickly.

ANALYSIS AND RESULTS

It is understood that health education needs to take new directions in Brazil, starting with the inclusion of health professionals in the same media that fakenews propagators use. In addition, it is extremely necessary to emphasize the encouragement of greater accessibility at the entrances of the Unified Health System. Whether through messages, leaflets, visits, lectures, calls or creations of community groups on social networks, it is important to maintain the bond with patients and establish a relationship of trust.

CONSIDERATIONS

It is concluded that education is a process that involves not only the nurse, but society as a whole, that the false news that currently circulates slightly are proof of this and that the nursing professional, even if in small reality, must be a combatant through available technologies, creating a bond so that, in addition to professional credibility, it obtains more confidence from patients. Because just as false news goes against the patients' expectations, we must adopt the same strategies for the good and advancement of the formation of the critical being and of health knowledge.

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