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THE POTENTIAL INFLUENCER OF THE COALITION OF ACADEMIC LEAGUES IN PROMOTION OF EXTRATERRITORIAL EXTENSIONIST ACTIONS: BLOOD DONATION CAMPAIGNS AT NATIONAL LEVEL

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Abstract: Introduction: During the Sars-Cov-2 pandemic, social distancing measures were widely adopted in Brazil, leading to a drop in blood bag stocks in blood centers. In this scenario, academic leagues emerged as a crucial tool in strengthening the relationship between academics and society.

Objectives: report the strategies adopted in the promotion of extension actions at the national level and emphasize the role of academic leagues in meeting social needs.

Methodology: Campaigns divided into 3 axes were adopted: 1) Holding of a technical-scientific event. 2) Creation of informative posts about blood donation. In generating national impact, support was obtained from institutions and 19 other trauma, surgery and emergency leagues. 3) Blood donation effort that mobilized academics, their families and acquaintances. **Results:** Documentation in photos, publication and transmission of campaigns with exposure on social networks allowed access to various audiences, reaching an estimated 10,756 accounts in the media, in addition to the mobilization of 30 people who gathered on the day of the blood donation effort. In addition, the organization of the campaign in partnership with other leagues transcended regional borders, culminating in the execution of actions in the states of Espírito Santo, Pará, Ceará and Minas Gerais.

Conclusion: Given the above and social needs, the coalition of leagues allows influencing the development of extraterritorial campaigns that overcome geographical barriers and help in health promotion.

Keywords: Blood donation, Covid-19, academic leagues.

INTRODUCTION

During the Sars-Cov-2 pandemic declared by the World Health Organization (WHO) in March 2020, social distancing measures were widely adopted in Brazil, leading to a

drop in blood bag stocks in blood centers. According to the Ministry of Health, in 2020 there was a 15% to 20% reduction in the number of donations compared to 2019 due to the reduction in the movement of people (MINISTÉRIO DA SAÚDE, 2021). In Espírito Santo alone, the State Health Department (Sesa) announced that the Espírito Santo blood center recorded a drop of 3,000 donors from March to June 2020 (SECRETARIA DE ESTADO DA SAÚDE DO ESPÍRITO SANTO, 2020). This way, the fight against the new virus that led to a decrease in the number of blood donations in blood centers in Brazil could cause great impacts and affect medical care in hospitals, surgeries and other procedures. (CABRAL; MALIGERI; SAITO, 2021)

In this scenario, academic leagues emerged as a crucial tool in strengthening the relationship between academics and society. Based on the need to implement measures to encourage blood donation, strategies were adopted by the Liga de Atendimento Integrado ao Trauma e à Emergência do Espírito Santo (Laite) in order to mobilize the academic community and the population. The objective of this work is to report the strategies adopted in carrying out extension actions at the national level and to emphasize the role of academic leagues in meeting social needs.

METHODOLOGY

The actions adopted in the construction of the campaigns were divided into 3 axes:

- 1) Holding of a technical-scientific event on the use of blood tissue in trauma and on the importance of blood and blood products transfusion under certain conditions, called the 1st Interligas do Trauma Webinar: Resuscitation in Damage Control held on the 20th and August 21, 2020.
- 2) Creation of informative posts about

blood donation, encompassing its deficit in 2020 when compared to the same period in 2019 (Figure 1). Campaign held in July, August and September 2020.

- 3) Organization of a blood donation effort in order to mobilize academics, family members and acquaintances.

In generating national impact, support was obtained from institutions and 19 other trauma, surgery and emergency leagues (Figure 2). The partner leagues were responsible for publicizing the scientific event on social networks through the posting of informative images of the campaign and for developing campaigns to encourage blood donation in their cities and according to their territorial needs. It was suggested to carry out a blood donation effort as carried out by the idealizing academic league (Figure 3).

RESULTS

Documentation in photos, publication and transmission of campaigns with exposure on social networks allowed access to various audiences. The informative images released by the 20 leagues – via *Instagram*, Radios and *WhatsApp* – reached an estimated 10756 accounts on social media, which is related to the number of views.

In a second moment, from the realization of the online scientific event that had more than 6,718 views on the YouTube platform, 30 people were mobilized who gathered in a blood donation effort carried out at the Center for Hemotherapy and Hematology do Espírito Santo (Hemoes) on August 29, 2020. This event was attended by directors and members of academic leagues, academics and their families.

In addition, the organization of the campaign in partnership with other leagues transcended regional borders, culminating in the execution of actions in the states of Espírito Santo, Pará, Ceará and Minas Gerais.



Figure 1: Informative posts published on social networks.

Source: the authors



Figure 2: Coalition of partner leagues from several states in Brazil

Source: the authors



Figure 3: Blood donation campaign held on August 29, 2020 at Hemocentro do Espírito Santo, Vitória.

Source: the authors

The leagues in these states developed outreach activities with the mobilization of their members and the general population in local blood donation efforts with radio broadcasts, dissemination of informative posts on their social networks and the creation of scientific events to encourage blood donation.

CONCLUSION

Academic leagues are capable of providing an action that goes beyond the simple construction of theoretical and practical knowledge in the teaching-learning process of academics in the health area. Given the above and social needs, the coalition of leagues allows influencing the development of extraterritorial campaigns that overcome geographical barriers and help in health promotion.

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