

21 - EDUCATIONAL COURSES IN HEALTH: ORGANIZATIONAL PRODUCTIVITY

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We aim at studying the importance of health in people's lives (employees) and companies (organizations), in broad terms, identifying the contribution that institutions can give to their Human Resources in order to improve the quality of life, through the promotion of training courses and training whose purpose is to make people more aware of their healthy living habits. Specifically, here, this research was done over courses sponsored by UFPB to its employees. When companies implement such purpose, it is feasible to realize that there is a significant return on workforce productivity. It was in this context, - worried with changes in behavior related to stress, observing the increase in self-esteem and emotional strength, - that we aim at recognizing myths and prejudice when it causes damage to the quality of life and its impacts on the Human Resources' health. Specifically, here, this research was done over courses offered by UFPB to its employees.

Our goal of analyzing the educative and reeducative learning experiences in health through training courses and trainings sponsored by SHR (Superintendent of Human Resources), together with DSA (Division of Selecting and Improvement) from UFPB (Federal University of Paraíba), CAMPUS I, in Programs of Quality of life, and of verifying the effectiveness of this practice for the innovation, renovation and strengthen of Human Resources as well as the success of the institution as a consequence of the courses given – GERONTOLOGY EDUCATION AND FROM STRESS TO WELL-BEING – had as analysis focus to understand the 'quality of life' and its reflection / influence on the health of employees. Learning that the quality of life is a set of attributes associated with the satisfaction of living, where there is the possibility of improving the health standard, as Foratini (1992) said, we get to know potential prospects of talents from the experiences in which they are acting.

In the performance of participants from the selected courses, from this analyses focus, we tried to show different kinds of stress, mentioned by scholars, which are considered important: Selye, in Carvalho (1992) said that stress is a set of reactions that the organism develops when facing a situation which requires effort to adapt to it. Lima (2000) says that stress is not a synonym of tough work, but of personal, professional, socio-economic dissatisfaction, routine and/or lack of love. It can be a consequence of many both positive and negative changes. The lack of activities is as stressing, or even more than the excess. It is important not to be a victim of your own way of living.

The academic material was enriched by information which came from the speakers of the courses, whose customers were the aim of this study:

'Gerontology Education in Health for the Human Resources in UFPB has the intention of filling the gap between companies and employees, which is the preoccupation with the quality of life of the Human Resources, with a holistic approach, focusing on the prevention and promotion of health, reducing the effects of the work environment on the mental and physical health of the employees. Taking the life process of the Human Resources into account, it is noticed that the majority of UFPB workers are in middle age, grey hair, in the pre-retirement phase, period of transitions. Therefore, the 'gerontology education' becomes important, since it is the science that rescues the process of life (aging), seeking for a healthy old age. The recognition of the value of life, the pleasure of living, of living side by side and working with the improvements of the inner self, the improvements in the working capacity, finally it is a way of providing health' (Professor Maria das Graças Lucena Lima)

'People suffer a lot from financial problem, loss of a loved person, relationships and health problems. However, the main possible cause of people's stress is the dissatisfaction with themselves and with life, a feeling that something is not going well, or that something is missing. People who go through this do not suffer from a visible disease, but cannot be considered healthy either. They wake up already tired, they feel pain in the spine, neck or headaches. This is not health! The course – From Stress to Well-Being – consists of reading texts, dynamic lessons, videotapes and Biodanza's experiences. This last one was created by the Chilean Rolando Toro in the 60's, and spread through Europe and the Americas, and it is a human integration system, based on songs, movement and group experiences. Reinforcing both healthy and positive aspects, it indicates a renovation in the organism, regulating the sleep and the blood pressure, easing the muscle tension, increasing the immune response, the elasticity of the arteries and the neurovegetative balance. It increases the self-esteem and reinforces the identity. It is a pleasant way of rescuing the health and peace of spirit. (Professor Sinfrônio Correia Lima)

In the methodological research, we used two tools: LITERATURE REVIEW, aiming at establishing a theoretical framework, in order to make it easier, in the importance of mapping ideas of scholars; FIELD RESEARCH, using mixed-questions questionnaires (questions to choose the right answer and to comment on a topic), as well as direct observations form, with the goal of going into the investigated object through the essential questions of such professionals.

The population of the research comprised employees (teachers and staff members) from UFPB, who are involved in the Training Program of SHR / DAS, enrolled for the Gerontology Education in Health and From Stress to Well-Being Courses, which took place in 1999 and the beginning of 2000, with a total of 147 employees. Due to some unexpected happenings, and also the fact that the majority of employees were on a strike when the questionnaires were being applied and during the period established for the conclusion of the research, it was not possible to interview all participants; it was decided, then, to use sampling. The samples of the researches comprised a number of 28 (twenty-eight) employees from the health field – 12 (twelve) participants of the 'Gerontology Education in Health' course (all staff members), and 16 (sixteen) participants of the 'From Stress to Well-Being' course, 10 (ten) staff members and 6 (six) physiotherapy teachers.

Our results allowed us to assure that women have a greater facility than man for seeing stress as detrimental to health and see, in these courses, a way to benefit from a good quality of life. It was also verified that the environment and relationships established among people, where hierarchy and routine of repetitive tasks are predominant, are indicators of diseases caused by stress.

What are the diseases? They can be physical and/or mental diseases. In psychological diseases, the sense of pain,

the lack of perspective and the irritation are some of the symptoms of mental illness, what can affect negatively the performance at work of any employee. Those, present in gastrointestinal problems, such as gastritis, ulcers and diarrhea, are as damaging as mental diseases, especially when it requires a physical specificity to the efficiency of the work.

Not dealing specifically with religion, but the fact of considering segments of personal spirituality experiences was an essential differential observed, and it can be concluded that the inner experiences vivid triggers, positive or negatively, changes in behavior. The diagnoses of the obtained analysis were the translation of physical and mental benefits – or curses – required, in the way the quality well-being was sought, where the EMPLOYEES AWARENESS was consolidated as a preponderant factor, combined with a behavioral action of salutary habits.

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EDUCATIONAL COURSES IN HEALTH: ORGANIZATIONAL PRODUCTIVITY

ABSTRACT

We aim at studying the importance of health in people's lives (employees) and companies (organizations), in broad terms, identifying the contribution that institutions can give to their Human Resources in order to improve the quality of life, through the promotion of training courses and training whose purpose is to make people more aware of their healthy living habits. Understanding the 'quality of life' and its reflection / influence on the employees' health was the analysis focus, aiming at recognizing myths and prejudice when it causes damage to the quality of life and its impacts on the Human Resources' health, where our goal was to detect the experiences of health educational courses sponsored by SRH and DSA from the Federal University of Paraíba – UFPB. We used, methodologically, two investigative tools: literature review and field research (applying mixed-questions questionnaires - questions to choose the right answer and to comment on a topic and direct observations form). The population of the research comprised 147 (one-hundred and forty-seven) employees (teachers and staff members) from the mentioned university, active participants - as students – of the courses, including a sample of 28 (twenty-eight) workers – 6 (six) physiotherapy teachers and 22 (twenty-two) staff members distributed into two promotional educational courses – Gerontology Education in Health and From Stress to Well-Being – offered at the time this work was done, originated from the Specialization in Hospital Administration and Health Services course, of the Administration Department, from the Center of Applied Social Sciences – CCSA, Campus I, in UFPB, which had the author of this article as one of its students, as well as researcher in all steps of this monographic work, what produced this essay (article – work – text).

KEY WORDS: Education, Health, Production

COURS SCOLAIRES DANS SANTÉ : PRODUCTIVITÉ ORGANISATIONNEL

RÉSUMÉ

L'importance de la santé dans la vie des personnes (collaborateurs) et les entreprises (organisations), en général, c'est ce que, dans ce travail, nous cherchons à étudier, en identifiant la contribution que les institutions peuvent donner à leurs ressources humaines dans la conquête d'un meilleures qualités de vie, à travers la promotion éducative de cours de qualification et de formation qui inclue l'intention conscientizar les des habitudes salutaires de vie. Nous avons eu comme foyer de analyse comprendre la « qualité de vie » et sa réflexion/influence dans la santé des collaborateurs, en cherchant reconnaître des mythes et des préjugés dans ce qui il nuit cette qualité et à sa répercussion dans la santé des Ressources Humaines, où notre objectif est détecter les résultats d'expérience des cours d'éducation dans santé promue par SRH et DSA de l'Université Fédérale de Paraíba - UFPB. Nous utilisons, méthodologiquement, deux chemins investigativos : révision de littérature et recherche de champ (application de questionnaires composés - questions fermées, demi-ouvert et fiches de commentaire direct). La population de la recherche a calculé 147 (cent et quarante et sept) collaborateurs (enseignants et fonctionnaires) de ladite université, participants opérants - comme des élèves - des cours, en comprenant un échantillon de 28 (vingt et huit) travailleurs, en étant 6 (six) enseignants de physiothérapie et 22 (vingt et deux) employés distribués entre les deux cours promotionnels d'éducation - Éducation Gerontológica dans Santé et de l'Estresse au Bien-être - offerts à l'époque de la réalisation de ce travail, donné lieu du cours de Spécialisation dans Administration Hospitalière et Services de Santé, du Département de Administration, du Centre de Sciences Sociales Appliquées - CCSA, des Champs I, de UFPB, laquelle a eue l'auteur de cet article comme élève du même, autant en tant que chercheur de toutes les étapes de la monographie, qui a généré cet essai (article - travail - texte).

MOTS CLÉS : Éducation, Santé, Production

CURSOS EDUCACIONALES EN SALUD : PRODUCTIVIDAD ORGANIZACIONAL**RESUMEN**

La importancia de la salud en la vida de las personas (colaboradores) y las empresas (organizaciones), en general, es lo que en este trabajo, procuramos estudiar, identificando la contribución que las instituciones pueden dar a sus recursos humanos en la conquista de una mejor calidad de vida, a través de la promoción educativa de cursos de capacitación y entrenamiento que incluyan el propósito de conscientizarlos de los hábitos saludables de la vida. Tuvimos como foco del análisis comprender la “calidad de vida” y su reflexión / influencia en la salud de los colaboradores, buscando reconocer mitos e preconceitos en aquello que perjudica esa calidad y su repercusión en la salud de los Recursos Humanos, donde nuestro objetivo fuera detectar los resultados de experiencia de los cursos de educación en salud, promovido por la SRH y DSA de la Universidad Federal de Paraíba – UFPB. Utilizamos, metodológicamente, dos caminos investigativos: revisión de la literatura y pesquisa de campo (aplicación de cuestionarios mixtos – cuestiones cerradas, sem. abiertas y fichas de observación directa). La popularidad de la pesquisa computo 147 (ciento cuarenta y siete) colaboradores (profesores y funcionarios) de la referida universidad, participantes actuales – como alumnos – de los cursos, comprendiendo una muestra de 28 (veintiocho) trabajadores, siendo 6 (seis) profesores de fisioterapia y 22 (veintidos) funcionarios distribuidos entre los dos cursos promocionales de educación – Educación Gerontológico en Salud y de Estrés al Bienestar – ofrecidos en la época de realización de este trabajo, originado del curso de Especialización en Administración Hospitalaria y Servicios de Salud, del Departamento de Administración, del Centro de Ciencias Sociales Aplicadas – CCSA, del Campo I, de la UFPB, que tuvo a la autora de este artículo como docente del mismo, tanto en cuanto investigadora de todas las etapas del trabajo monográfico, que genero este ensayo (artículo-trabajo-texto).

PALABRAS LLAVES: Educación, Salud, Produccion

CURSOS EDUCACIONAIS EM SAÚDE: PRODUTIVIDADE ORGANIZACIONAL**RESUMO**

A importância da saúde na vida das pessoas (colaboradores) e empresas (organizações), em geral, é o que, neste trabalho, procuramos estudar, identificando a contribuição que as instituições podem dar aos seus recursos humanos na conquista de uma melhor qualidade de vida, através da promoção educativa de cursos de capacitação e treinamento que incluam o propósito de conscientizá-los dos hábitos salutar de vida. Tivemos como foco de análise compreender a “qualidade de vida” e sua reflexão / influência na saúde dos colaboradores, buscando reconhecer mitos e preconceitos naquilo que prejudica essa qualidade e sua repercussão na saúde dos Recursos Humanos, onde nosso objetivo fora detectar os resultados de experiência dos cursos de educação em saúde promovido pela SRH e DSA da Universidade Federal da Paraíba – UFPB. Utilizamos, metodologicamente, dois caminhos investigativos: revisão de literatura e pesquisa de campo (aplicação de questionários mistos – questões fechadas, semi-aberta e fichas de observação direta). A população da pesquisa computou 147(cento e quarenta e sete) colaboradores (professores e funcionários) da referida universidade, participantes atuais - como alunos - dos cursos, compreendendo uma amostra de 28 (vinte e oito) trabalhadores, sendo 6 (seis) professores de fisioterapia e 22 (vinte e dois) funcionários distribuídos entre os dois cursos promocionais de educação – Educação Gerontológica em Saúde e Do Estresse ao Bem Estar - oferecidos na época da realização deste trabalho, originado do curso de Especialização em Administração Hospitalar e Serviços de Saúde, do Departamento de Administração, do Centro de Ciências Sociais Aplicadas – CCSA, do Campos I, da UFPB, que teve a autora deste artigo como discente do mesmo , tanto quanto investigadora de toda as etapas do trabalho monográfico, que gerou este ensaio (artigo – trabalho – texto).

PALAVRAS CHAVES: Educação, Saúde, Produção