

74 - TAKING CARE OF THE SPINE AT THE COMPANY: THE PHYSICAL EDUCATION, CHIROPRACTIC, AND PUBLIC RELATIONSHIP PROFESSIONALS' LOOK

MAGALE KONRATH¹
CLECI BENEMANN²

1 - Centro Universitário FEEVALE - Novo Hamburgo / RS / Brazil

2 - Comvida - Quality of life at work - Sapiranga / RS / Brazil

magalek@feevale.br clecibb@uol.com.br

INTRODUCTION

Work has an important role in men's life, because, besides being the source of their support, it also gives them the chance to feel useful, productive and valued. However, when performed under unsuitable conditions, it may cause several levels of danger to health, as musculoskeletal pain, which is also characterized for its multifactorial origin. In the everyday life, our body suffers numerous types of aggression, and, as a consequence, our spine is affected, mainly because it gives us sustainment. The movements made at work contribute to cause and aggravate the spine's dysfunctions. The musculoskeletal disturbances and problems, particularly in vertebral neuralgias, are, nowadays, on top of the occupational diseases indicators list, when the perturbations in the workers' health are focused. Irrespective of the type of activity or of the product manufactured, the musculoskeletal structures become a frequent target of aggressions. The causes of these aggressions are diverse, considering since critical postures adopted during the working day to emotional and psychosocial factors that end up causing protection postures (prolonged static postures) (RENNER, 2007). In Brazil, the musculoskeletal diseases, with predominance of spine ailments, are the first cause of payment of aid for illness and the third cause of disability retirement. Epidemiological studies relate that 80% of the populations will suffer from back pain one day of their lives. (OLIVEIRA et al, 2008).

In spite of this context, there has been a very important growth of the area called Workers' Health. Unfortunately, a great part of the actions and the high and growing costs with the employees' health condense mainly in healing and/or palliative actions. (KONRATH, 2006). Cañete's words are still current when stating that "The focus and, mainly, the preventive performance still remain much more in the discourse scope and in some shy actions on behalf of few companies and the government." (CANETE, 1996, p.31). To Lacaz (2007) the main actions in the preventing and controlling of occupational diseases field proposed by the Health Ministry take into account the possibility of health promotion in the work place, determining the risk conditions, the characterizations and the quantification, reaching the companies, the public agencies and the informal market.

Frequently, for the treatment of several musculoskeletal system problems, particularly in vertebral neuralgias, chiropractors have been using manipulation and joint mobilization procedures, mainly due to its beneficial effects over the biomechanical restoration and the standard spine physiology. Chiropractic appeared over a century ago in the USA. In Brazil, therefore, the profession is still developing, which makes its practice unknown to most of the public. The chiropractor acts diagnosing, treating and preventing musculoskeletal system alterations and the effects of these alterations on the nervous system and on health in general. (CHAPMAN-SMITH, 2001).

Also operating in the labor environment for a long time, there is the Physical Education professional, acting in the labor Gymnastics practice or with other activities that involve physical exercises and health promotion. According to Nieman (1999), systematic physical exercise diminishes the risk of many diseases, strengthens most of the systems and improves physical and psychic health, leading the individual to having more willingness and resistance in his / her daily tasks and at work. Stretching, as said by Alter (1999) can reduce the risk of discomfort, irritability and muscular lesion, increasing the muscle capacity to respond to the everyday solicitations, not only regarding the intensity of the strength produced, but also in the maintenance of activities for long periods of time.

The Public Relations professional, in a distinct proposal, acts together with the health field professionals, thinking of relationship strategies that improve the quality of life of the individuals in the different work places and in the surroundings, adopting preventive and reversible practices, that favor health at work, developed in the interaction with the organization's internal public (BENEMANN, 2004).

METHODOLOGY

The "Taking Care of the Spine at the Company" project tries to contribute to the improvement of the workers' quality of life and to the promotion of their health. It is a daring and innovative project, in which the interdisciplinary look of the Physical Educations, Chiropractic and Public Relation professionals transcends the labor practice, effectively helping in people's life and corroborating to the company's productivity. This being the case, this project justifies itself while the worker will be contemplated with a look that can be defined as holistic and committed to the individual's well-being.

The study was done under the quantitative and qualitative paradigm, seeking to deepen the data analysis and discussion. For the quantitative analysis, the diagram created by Corlett's and Bishop's (1976), that evaluates the pain / discomfort location and intensity, was used. The participants were submitted to the questionnaire before and after the participation in the project. In the qualitative analysis, the workers speeches at the moment they were seeing the Physical Education professional and the Chiropractor.

Eight individuals that are in management positions in a leather goods factory located in Estância Velha, RS, participated of the study. Before joining the project, the individuals were interviewed by the Physical Education professional and by the Chiropractor in order to answer the anamnesis and to perform a multiprofessional postural assessment. The consultations with the physical educator occurred monthly with stretching sessions, relaxation, proprioception and stimulation. There were also monthly sessions with the chiropractor that executed spinal alignment, muscular release and joint reposition.

The pilot project took place from January to April, 2008 and involved the diagnosis and treatment, maintenance and prevention stages. The project evaluation happened through monthly meeting with the professionals involved in the project. After a month using this methodology, the need of more frequent chiropractic interventions was identified, due to the professionals' revaluations, the participants' reports and the cases' analysis. After this adjustment, the project started to count with the physical educator consultations in ten-minute sessions, and, alternately, twice a month, both professionals provided care, in ten-minute sessions each, amounting to twenty-minute consultations to each of the project's participants.

In the end of this four-month period, the individuals were reevaluated and the data were tabulated.

DATA ANALYSIS AND PRESENTATION

In the anamnesis, situations of vertebral misalignment (vertebral subluxation complex), reduced motor strength, muscle shortening with movement restriction, tension, and muscular contracture were detected. Besides, the employees presented problems and complaints such as: scoliosis, hyperlordosis, hyperkyphosis, degenerative disc disease, chronic migraines, lumbago, sciatalgia,

cervical pain, TMJ (temporomandibular joint) disorder, and tingling in the body parts that are most solicited during the work-related actions.

From these demands and the evaluations obtained with Corlett's diagram, the work was directed with the purpose of soothing the discomfort and pain complaints and promoting a better quality of life at work and a general well-being.

Next, Corlett's diagram is presented, comparing the situation before (January/2008) and after (April/2008) the implantation of the project "Taking Care of the Spine at the Company". In accordance with Iida (2000), the pain/discomfort of Corlett's scale is classified in the following parameters: from 0 to 3 light pain; from 3 to 6 moderate pain; from 6 to 9 severe pain.

In relation to the discomfort and pain complaint before the project's implantations, there are more pain indications in the lower back region (severe intensity), neck, cervical and right inferior body part (moderate intensity). In the end of the pilot project, a significant reduction in the discomfort / pain ($p < 0,01$) is verified through the *t* test, evidencing the benefits of the project.

In the qualitative analysis, the participants' speeches during the consultations were extracted. To preserve the participants' identity, a codename related to the activity developed in the company was attributed to each of them. Up to the present moment, sensible changes were perceived in the participants, confirmed by their speeches during the procedures.

Cephalalgia was one of the most frequent complaints and is directly associated to the muscular tensions and contractures in the trapezius region and cervical musculature. The practice of stretching helps in the bloodstream, oxygenating the muscle and releasing the tensions (MIRANDA et al, 2006). Associated to the vertebral adjustment promoted by the chiropractic techniques, the stretching contributed to the decrease of the employees' headaches, as related by this individual interviewed:

[...] *I didn't feel headaches anymore (shoe sole)*

Concerning the general well-being, it is apparent that it also brought an important contribution.

[...] *I'm feeling more relieved (upper)*

Complementing, the interviewed character that frequently presented complaints in the lumbar regions said:

[...] *it was a blessing (insole)*

It is known that lumbar pain is one of the most common musculoskeletal affections and its importance may be noticed by the incidence and prevalence measurements in the general adult population and in workers' communities. Its participation in the causes for absence to work, temporary or permanent incapacities, and even disabilities must be observed, as well as its economic cost to the social security system (MATTOS et al., 2008).

The practice was so well received by the individuals that they even wanted to do it more frequently:

[...] *it's too bad it doesn't happen every day (shoe lace)*

Regarding the class presence, the adherence of the workers to the project is considered excellent, and even the impossibility of attendance was lamented:

[...] *I missed the activities when I didn't come last week (leather gloves)*

This way, we agree with Cañete (1996), when emphasizing the importance of activities that promote health and quality of life to workers, recollecting that we believe that "free from pains and relieved in their tensions, people become more apt and willing to do anything, since the conviviality with the co-workers to the accomplishment of their work actions" (CAÑETE, 1996, p. 176).

FINAL CONSIDERATIONS

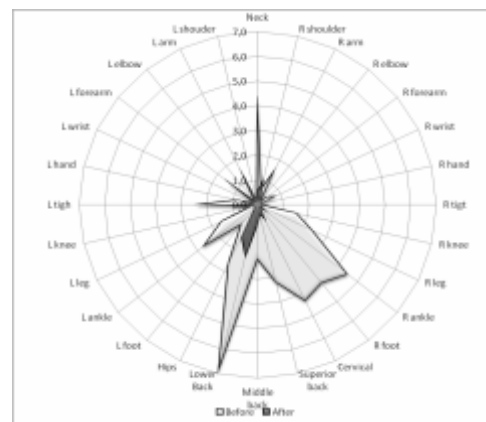
It is observed that the project has been accomplishing full success, reaching the proposed objectives and adding information and tips that contribute to the well-being of the audience involved.

The discomfort and pain decrease in a significant way contributes to the satisfaction and well-being of the worker, intervening in his / her productivity.

At last, we quote Tamayo (2004, p. 11) when saying that work is not only the activity itself, and that "the human being has the right to a work place that does not jeopardize his / her health and that, moreover, offers the possibility to obtain pleasure, professional satisfactions and fulfillment as a person". With the aim of making the work schedule not something painful, but transforming it into a space where learning and better familiarity with the body are developed, we believe that prevention through projects that promote quality of life at work should be a differential offered by really responsible companies to those that are the main elements of the productive chain: the workers.

REFERÊNCIAS BIBLIOGRÁFICAS

- ALTER, Michael J. **Ciência da flexibilidade**. 2. ed. Porto Alegre, RS: Artmed, 1999. 365 p.
- BENEMANN, Cleci. CENTRO UNIVERSITÁRIO FEEVALE Curso de Comunicação Social - Habilitação em Relações Públicas. **O papel do profissional de relações públicas na promoção da saúde e qualidade de vida no trabalho [Monografia de Relações Públicas]**. Novo Hamburgo, RS, 2004. [1] f. Monografia (Conclusão do Curso de Comunicação Social - Habilitação em Relações Públicas) - Centro Universitário Feevale, 2004.
- CAÑETE, Ingrid. **Humanização: desafio da empresa moderna** – a ginástica laboral como um caminho. Porto Alegre: Artes e Ofícios, 1996. 200p.
- CHAPMAN-SMITH, David A. **Quiropraxia: uma profissão na área da saúde: educação, prática, pesquisa e rumos futuros**. São Paulo, SP: Anhembi Morumbi, 2001.
- LACAZ, F.A.C. O campo da saúde do trabalhador: resgatando conhecimentos e práticas sobre as relações trabalho-saúde. **Cad Saúde Pública**. 2007; 23(4):757-766.
- KONRATH, Magale. **As representações sociais do trabalho entre um grupo de praticantes de ginástica laboral: um estudo de caso no Centro Universitário Feevale**. 2006. 131 f. Dissertação (Mestrado em Ciências Sociais e Aplicadas) - Universidade do Vale do Rio dos Sinos, São Leopoldo-RS, 2006.
- MATOS, Mauro Gomes; HENNINGTON, Élica Azevedo; HOEFEL, Ana Lúcia DIAS-DA-COSTA, Juvenal Soares. Dor lombar em usuários de um plano de saúde: prevalência e fatores associados. **Cad. Saúde Pública** [online]. 2008, vol. 24, no. 92008-10-12, pp. 2115-2122.
- MIRANDA, Fabrício; DANTAS, Bernardo; KRYMCHANTOWSKI, Abouch V.. Prevalência e características da cefaléia em uma população de praticantes regulares de exercícios físicos. **Arq. Neuro-Psiquiatr.**, São Paulo, v. 64, n. 3b, 2006.
- NIEMAN, David, C. **Exercício e saúde: como se prevenir de doenças usando o exercício como medicamento**. São Paulo: Manole, 1999.



OLIVEIRA, A.S, Macedo LC, Silva Junior JR, Silva Júnior WR, Vasconcelos DA. **Efeitos do tratamento de quiropraxia sobre pacientes portadoras de espondiloartrose.** Fit Perf J. 2008 mai-jun;7(3):145-50.

RENNER, Jacinta Sidegum. **Proposta de um novo sistema de concepção do trabalho no setor calçadista sob a ótica do sistema sócio técnico.** 2007. 197 f Tese (Doutorado em Engenharia de Produção) - Universidade Federal do Rio Grande do Sul, Porto Alegre-RS, 2007.

Centro Universitário FEEVALE
RS 239, 2755 / CEP 93352-000 / Novo Hamburgo – RS / Brasil
[E-mail: magalek@feevale.br](mailto:magalek@feevale.br)

TAKING CARE OF THE SPINE AT THE COMPANY: THE PHYSICAL EDUCATION, CHIROPRACTIC, AND PUBLIC RELATIONSHIP PROFESSIONALS' LOOK

ABSTRACT

Work has an important role in men's life. Besides being the source of its support, it also gives them the chance to feel useful, productive and valued. However, when performed under unsuitable conditions, it may cause several levels of danger to health, such as musculoskeletal pain. The "Taking care of the Spine at the Company" project tries to contribute to the improvement of the workers' quality of life and to the promotion of their health, in which the interdisciplinary look of the Physical Education, Chiropractic and Public Relations professionals transcends the labor practice, effectively helping in people's life and corroborating to the company's productivity. The pilot project took place from January to April, 2008 and involved the diagnosis and treatment, maintenance and prevention stages. Eight individuals that were evaluated through Corlett's Diagram, postural assessment, anamnesis and interviewed participated of the project. As main results, a significant decrease of the discomfort and pain levels ($p < 0,01$) was obtained. It is observed that the project has been accomplishing full success, reaching the proposed objectives and adding information and tips that contribute to the well-being of the audience involved.

LE SOIN DE LA COLLONE VERTÉBRALE DANS L'ENTREPRISE : LE REGARD DES PROFESSIONNELS D'ÉDUCATION PHYSIQUE, CHIROPRACTIE ET RELATIONS PUBLIQUES

RÉSUMÉ

Le travail a un rôle important dans la vie de l'homme car, au-delà d'être son moyen de soutien, il proportionne un sentiment d'utilité, de productivité et de valorisation. Pourtant, quand il est réalisé sous des conditions impropres, ce travail peut porter des divers niveaux de préjudice à la santé, comme la douleur muscle-squelettique. Le projet « Soignant la Collone dans l'Entreprise » cherche à contribuer pour l'amélioration de la qualité de vie du travailleur et pour la promotion de sa santé, dans lequel le regard interdisciplinaire des professionnels d'Éducation Physique, Chiropraxie et Relations Publiques dépasse la pratique du travail, aidant effectivement la vie des personnes et corroborant dans la productivité de l'entreprise. Le projet-pilote a eu lieu dans la période de janvier à avril de 2008 et a compris les étapes de diagnostique et traitement, manutention et prévention. Ont participé de cette étude 8 individus qui ont été évalués à travers le Diagramme de Corlett (1976), évaluation posturale, anamnésie et entrevue. Comme résultats principaux, nous avons obtenu une significative réduction des niveaux d'inconfort et de douleur ($p < 0,01$). Nous avons observé que le projet obtient pleine réussite, en atteignant les objectifs proposés et agrégeant des informations et des rancards qui contribuent pour le bien-être du public engagé.

Mots-clés: Santé du Travailleur, Éducation Physique, Chiropraxie.

TOMANDO CUIDADO DE LA ESPINA DORSAL EN LA COMPAÑÍA: LA MIRADA DE LOS PROFESIONALES DE EDUCACIÓN FÍSICA, QUIROPRACTICA Y RELACIONES PÚBLICAS

RESUMEN

El trabajo tiene un papel importante en la vida de los hombres. Además de ser la fuente de su sustento, también les da la oportunidad de sentirse útil, productivo y valorado. Sin embargo, cuando es realizado bajo condiciones inadecuadas, puede causar varios niveles de peligro a la salud, como dolor músculo esquelético. El proyecto "Tomando cuidado de la espina dorsal en la compañía" intenta contribuir para la mejora y la promoción de su salud, en el cual la mirada interdisciplinaria de los profesionales de Educación Física, Quiropráctica, y de Relaciones Publicas supera la práctica de trabajo, ayudando con eficacia en la vida de la gente y corroborando para la productividad de la compañía. El proyecto experimental ocurrió de enero al abril de 2008 e implicó las etapas de diagnóstico y tratamiento, de mantenimiento y prevención. Ocho individuos que fueron evaluados a través del diagrama de Corlett, evaluación postural, anamnesis y entrevistas participaron del proyecto. Como resultados principales, una disminución significativa de los niveles del malestar y del dolor ($p < 0.01$) fue obtenida. Se observa que el proyecto ha logrado éxito completo, ha alcanzado los objetivos propuestos y ha agregado informaciones e indicios que contribuyen al bienestar de la audiencia implicada.

Palabras-Claves: Salud del trabajador, Educación Física, Quiropráctica.

CUIDANDO DA COLUNA VERTEBRAL NA EMPRESA: O OLHAR DOS PROFISSIONAIS DE EDUCAÇÃO FÍSICA, QUIROPRACTIA E RELAÇÕES PÚBLICAS

RESUMO

O trabalho tem um papel importante na vida do homem, pois, além de ser fonte do seu sustento, oportuniza sentir-se útil, produtivo e valorizado. Entretanto, quando realizado sob condições impróprias, pode provocar diversos níveis de prejuízo à saúde, como a dor músculo-esquelética. O projeto "Cuidando da Coluna na Empresa" busca contribuir na melhoria da qualidade de vida do trabalhador e na promoção da sua saúde, no qual o olhar interdisciplinar dos profissionais de Educação Física, Quiropraxia e Relações Públicas transcende a prática laboral, auxiliando efetivamente na vida das pessoas e corroborando na produtividade da empresa. O projeto-piloto ocorreu no período de janeiro a abril de 2008 e envolveu as etapas de diagnóstico e tratamento, manutenção e prevenção. Participaram do estudo 8 indivíduos que foram avaliados através do Diagrama de Corlett (1976), avaliação postural, anamnese e entrevista. Como resultados principais, obtivemos significativa redução nos níveis de desconforto e dor ($p < 0,01$). Observamos que o projeto vem logrando pleno êxito, alcançando os objetivos propostos e agregando informações e dicas que contribuem para o bem-estar do público envolvido.

Palavras-chaves: Saúde do Trabalhador, Educação Física, Quiropraxia.