

**142 - STRATEGY OF PROMOTION IN HEARING HEALTH: FLIER WITH 9 STEPS FOR THE CARE OF HEARING!**

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**INTRODUCTION**

Health is central to the achievement of social, economic and personal of the individual and, thus becoming an important indicator of quality of life. Health promotion actions, through health protection, are intended to enable the people's living conditions are increasingly favorable (CARTADE OTAWWA, 1986).

The realization of health educational actions enable the transformation of knowledge previously existing in people and the professional staff, permeating transformations of the subjects involved in the process, namely the assisted population and the health professional team (PINTO, 1987).

In this perspective, education can be understood as part of a process of dialogue, inquiry, reflection, questioning and shared action in order that the subjects of the intervention are able to think and reflect critically, to achieve different options for solving their problems (SÃO PAULO, 2001). Pedagogical techniques and teaching ludo in the field of health education, have been used as a strategic facilitator through the transmission of theoretical knowledge as well as dialogue and interaction between professionals and population.

Within the hearing health, it is observed that there are few actions aimed at health education. Considering that hearing health is a part of the whole, in the health field, and the carelessness of it generates consequences that directly affect the individual's quality of life by restricting an important sensory function for their connection to the environment and its reception stimuli (BITTENCOURT & MONTAGNOLI, 2007), shows the importance of educating the public about what precautions it must pay attention and introduce into your daily life so that no future acquires a hearing loss or provide someone to get it.

This study aimed to present the proposal of 9 steps for the care of hearing, which is one of care promotional tool in hearing health prepared by the members of an extension project funded by the Ministry of Health.

**METHODS**

For the development of health education tool, the team of PET Health/Care Networks to Hearing Health met in pre-scheduled meetings, which were defined educational tool to be used and its contents.

The team did a literature review about caring for hearing health in Scielo, which is a portal of journals in order to organize and publish the full texts of journals in the internet using the following keywords: hearing care, hearing, ear, ear, health care, health education and hearing loss.

The team realized that to lead to population knowledge about care hearing, the instrument should be interactive, with simple language and easily understood theme. At each meeting, the team took elaborate sentences from articles and books read about the current theme, which were discussed and debated at the prospect of being defined steps for the hearing care. After defining the 9 steps, drew up an outline of the visual structure of the flier. With the preview of the flier and with the approval of all team members, the flier was tested in a health facility, in the waiting room of the medical clinic in the morning shift, where users received the instrument and all (n=14) they said understanding the content.

At the last meeting, the team found that the flier was adequate and, therefore, was referred to the graphics to be printed on Couché paper, 115 mg, A5 format.

**RESULTS AND DISCUSSION**

In all, 09 steps were defined to compose the flier, they are described below:

Step 1: Excessive noise can cause irreversible hearing loss. Avoid!

Step 2: Do not insert sharp objects like pencils, clips, toothpicks, among others in the ear.

Step 3: Wrap the tip of his finger in the towel to sanitize the outer part of the ear. Avoid cotton swab! The wax is not dirt. It is a protection and should not be removed! If there is excess or discomfort, seek medical attention.

Step 4: Use drugs only with prescription from a health professional. Medications such as antibiotics, anti-inflammatory, among others, may damage your hearing.

Step 5: Use the headset properly: lower volume than that of normal speech, preferring phones clamshell format.

Step 6: Our ears also need to rest. Avoid noise and headphones while sleeping.

Step 7: Caring for the hearing health begins before birth. Pregnant women make prenatal care.

Step 8: Vaccinate children against measles, mumps and meningitis, as these diseases can cause hearing damage.

Step 9: Rest your hearing for a few minutes every day, especially if you are exposed to excessive noise. Thank your ears!

The purpose of the proposal of 9 steps for the hearing care is to disseminate information about the care of hearing health through a simple and efficient tool, ie the flier. This is because the information in the flier are able to lead the global knowledge about aspects of personal and collective reality that provide hearing damage.

According to Costa & Lopez (1996), education without health comprises a set of knowledge and practices that are focused on disease prevention and health promotion. Yet according to the authors.

"(...) The knowledge scientifically produced in the healthcare field, mediated by health professionals, affects the daily lives of people (...) provides grants to adopt new habits and health behaviors" (COSTA & LÓPEZ, 1996).

Primary care is a fertile field to be developed educational activities because of the peculiarities existing in the health services, since they are near population (ALVES, 2005; VASCONCELOS, 1989; 1999).

In the field of hearing health promotion and protection aimed at the school, there are programs that have three main

areas: situational analysis of the determinants of hearing health, analysis of audiological profile and fonaudiológica intervention focused on hearing health education (LACERDA, 2013; LACERDA, 2010).

Therefore, it is important that educational activities are based on attitudinal behavior and the listening habits of this population (MORATO, 2007), not ruling also the general population. It is known that 50% of hearing losses could be avoided or reduced their sequelae (ZOCOLI et al., 2006).

In health education practices, the population will be encouraged to understand the different aspects related to hearing health and the importance of caring for hearing health, providing to the population aware that it can be active instrument in the prevention of hearing loss. In this context, health education's goal is not only limited in explanatory and informative content, but mainly help the people of different age groups and socioeconomic groups to exercise citizenship, individual and social responsibility related to health, and the training of multipliers (FEIJÃO & GALVÃO, 2007).

### CONCLUSION

The flier includes information on hearing health covering many age groups and proved a method of education in health easy distribution, flashy and which the target audience can take home, read at the time that is best convenient and expand the range of affected by the information contained therein to pass on information to others.

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### STRATEGY OF PROMOTION IN HEARING HEALTH: FLIER WITH 9 STEPS FOR THE CARE OF HEARING!

#### ABSTRACT

Pedagogical techniques have been used as a mean strategic facilitator of knowledge transmission. The objective was to present the proposal of 9 steps for the care of hearing. For the development of the flier, the PET team Health/Hearing Health Care Networks gathered in five meetings by setting up: the used resource (flier) and contents of the flier. Elaborated a draft of the visual structure of the flier. After approval and testing, the flier went to press. 9 steps have been defined on the hearing health care: Step 1: Excessive noise can cause irreversible hearing loss. Avoid! Step 2: Do not insert sharp objects like pencils, clips, toothpicks, among others in the ear. Step 3: Wrap the tip of his finger in the towel to sanitize the outer part of the ear. Avoid cotton swab! Step 4: Use drugs only with prescription from a health professional. Step 5: Use the headset properly: lower volume than that of normal speech, preferring phones clamshell format. Step 6: Our ears also need to rest. Avoid noise and headphones while sleeping. Step 7: Caring for the hearing health begins before birth. Pregnant women make prenatal care. Step 8: Vaccinate children against measles, mumps and meningitis, as these diseases can cause hearing damage. Step 9: Rest your hearing for a few minutes every day, especially if you are exposed to excessive noise. The flier includes information on hearing health covering different age groups, being an educational method in health easily understood and distribution.

**KEYWORDS:** Hearing Health, Health Promotion, Hearing.

### STRATÉGIE DE PROMOTION DANS SANTÉ AUDITIVE: FLIER AVEC 9 ÉTAPES POUR LES SOINS DE L'AUDIENNE!

#### RÉSUMÉ

Techniques pédagogiques ont été utilisées comme un moyen facilitateur stratégique de la transmission des connaissances. L'objectif était de présenter la proposition de 9 étapes pour les soins de l'audition. Pour le développement de l'aviateur, l'équipe de PET Santé / Audition Réseaux de soins de santé se sont réunis à cinq réunions par la mise en place: la ressource utilisée (dépliant) et le contenu du dépliant. Élaboré un projet de la structure visuelle de l'aviateur. Après approbation et de tests, le dépliant est allé à la presse. 9 étapes ont été définies sur les soins de santé auditive: Étape 1: Le bruit excessif peut entraîner perte d'audition irréversible. Évitez! Étape 2: Ne pas insérer des objets pointus comme des crayons, des clips, des cure-

dents, entre autres dans l'oreille. Étape 3: Enroulez le bout de son doigt dans la serviette pour désinfecter la partie externe de l'oreille. Évitez le coton-tige! Étape 4: Utiliser les médicaments seulement avec prescription d'un professionnel de la santé. Étape 5: Utiliser le casque correctement: volume inférieur à celui de la parole normale, préférant téléphones format coquille. Étape 6: Nos oreilles ont également besoin de se reposer. Éviter le bruit et les écouteurs pendant le sommeil. Étape 7: Prendre soin de la santé auditive commence avant la naissance. Les femmes enceintes font soins prénatals. Étape 8: vacciner les enfants contre la rougeole, les oreillons et la méningite, car ces maladies peuvent causer des dommages auditifs. Étape 9: Reposez votre audition pendant quelques minutes chaque jour, surtout si vous êtes exposé à un bruit excessif. Le dépliant contient des informations sur la santé auditive couvrant différents groupes d'âge, étant une méthode d'éducation en matière de santé et la distribution facile à comprendre.

**MOTS-CLÉS:** santé auditive, promotion de la santé, audition.

### **ESTRATEGIA DE PROMOCIÓN EN LA AUDIENCIA DE SALUD: VOLANTE CON 9 PASOS PARA EL CUIDADO DE LA AUDIENCIA!**

#### **RESUMEN**

Técnicas pedagógicas se han utilizado como medio facilitador estratégico de la transmisión del conocimiento. El objetivo era presentar la propuesta de 9 pasos para el cuidado de la audición. Para el desarrollo del volante, el equipo PET Salud/Audición Redes de Cuidado de Salud se reunió en cinco reuniones estableciendo: el recurso utilizado (volante) y el contenido del folleto. Elaborado un proyecto de la estructura visual del volante. Después de la aprobación y pruebas, el volante fue a prensa. 9 pasos se han definido en el cuidado de la salud auditiva: Paso 1: El ruido excesivo puede causar pérdida de audición irreversible. Evitar! Paso 2: No inserte objetos filosos como lápices, clips, palillos de dientes, entre otros en el oído. Paso 3: Envuelva la punta de su dedo en la toalla para desinfectar la parte exterior de la oreja. Evite hisopo de algodón! Paso 4: Usar medicamentos sólo con receta de un profesional de la salud. Paso 5: Use los auriculares correctamente: volumen más bajo que el de habla normal, prefiriendo los teléfonos formato cáscara Paso 6: Nuestros oídos también necesitan descansar. Evite el ruido y los auriculares mientras se duerme. Paso 7: El cuidado de la salud auditiva comienza antes del nacimiento. Las mujeres embarazadas hacen el cuidado prenatal. Paso 8: Vacunar a los niños contra el sarampión, las paperas y la meningitis, ya que estas enfermedades pueden causar daños auditivos. Paso 9: Descanse su audiencia durante unos minutos todos los días, especialmente si usted está expuesto a un ruido excesivo. El folleto incluye información sobre la salud auditiva cubren diferentes grupos de edad, siendo un método educativo en materia de salud de fácil comprensión y distribución.

**PALABRAS CLAVE:** Audición de la Salud, Promoción de la Salud, Audiencia.

### **ESTRATÉGIA DE PROMOÇÃO EM SAÚDE AUDITIVA: FILIPETA COM OS 9 PASSOS PARA O CUIDADO DA AUDIÇÃO!**

#### **RESUMO**

As técnicas pedagógicas têm sido utilizadas como meio estratégico facilitador da transmissão do conhecimento. Objetivou-se apresentar a proposta dos 9 passos para o cuidado da audição. Para o desenvolvimento da filipeta, a Equipe do PET Saúde/Redes de Atenção à Saúde Auditiva se reuniram em 5 encontros, definindo-se: o recurso utilizado (filipeta) e conteúdo da filipeta. Elaborou-se um esboço da estrutura visual da filipeta. Após aprovação e teste, a filipeta foi para a gráfica. Foram definidos 9 passos sobre cuidados da saúde auditiva: 1º Passo: Excesso de ruídos pode causar perda auditiva irreversível. Evite! 2º Passo: Não introduza objetos pontiagudos como lápis, grampos, palitos, entre outros na orelha. 3º Passo: Enrole a ponta do dedo na toalha para higienizar a parte mais externa da orelha. Evite o cotonete! 4º Passo: Utilize medicamentos somente com prescrição de um profissional de saúde. 5º Passo: Use o fone de ouvido de forma adequada: volume menor do que o da fala normal, preferindo fones em formato de concha. 6º Passo: Nossos ouvidos também precisam descansar. Evite ruídos e fones ao dormir. 7º Passo: Os cuidados com a saúde auditiva começam antes de nascer. Gestantes, façam o pré-natal. 8º Passo: Vacine as crianças contra sarampo, meningite e caxumba, pois estas doenças podem causar dano auditivo. 9º Passo: Descanse sua audição por alguns minutos diariamente, especialmente se você estiver exposto a excesso de ruídos. A filipeta contempla informações sobre saúde auditiva abrangendo variadas faixas etárias, mostrando-se um método de educação em saúde de fácil compreensão e distribuição.

**PALAVRAS-CHAVE:** Saúde Auditiva, Promoção em Saúde, Audição.