83 - PROFIL DE LA POPULATION AGEE CONSUMATRICE DE MEDICAMENTS GENERIQUES ET SES REPRESENTATIONS SOCIALES

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INTRODUCTION

The aging phenomenon comprises a current and relevant to be studied in light of the different possibilities to approach it or look in the general population, either in the view of the elderly.

In less than 40 years, Brazil became a scene of death of a very young population to a picture of costly and complex diseases typical of countries with long-lived population, characterized by chronic illnesses that extend for years, requiring constant care, continuous medication and periodic (ALVES et al, 2007; VERAS, 2009).

Conservative projections indicate that by 2020 Brasil will be the sixth country in the world in number of elderly. While the process of aging does not necessarily be related to disease and disability, chronic degenerative diseases are considerably more found in the geriatric population that consumes a drug concomitantly diversity and progressive. Therefore, the current trend is to have a growing number of elderly people who, although they live longer, have more chronic conditions and therefore a higher consumption of therapeutic drugs (GORZON, FABBRI and PIRES, 2008; VERAS, 2009).

However, there is evidence of some resistance in this age group, the use of generic medications specifically, what is worrying health professionals and researchers, as this results in rejection of the elderly non-adherence to drug treatments that will be submitted when they prescribe generic drugs (ROCHA, Barros e Silva, 2007).

In return, the federal government offered great encouragement about the generic, the statistics show, according to Raffin (2006), which in the year 2005, generic medication still represented about 11.9% of the national pharmaceutical market. In early 2011, the Ministry of Health expanded its Popular Pharmacy program, which began offering free basic medicines for diabetes, hypertension as well as drugs for chronic diseases like asthma, Parkinson's disease, rhinitis, osteoporosis and glaucoma with discounts of up to 90% (SCHMIDT et al, 2011).

However, we noticed a large gap in relation to social representations of the elderly population about generic medications, especially regarding the reliability and acceptability of this age group in particular.

Understand by the social representations, according to Moscovici (2003), as a set of concepts, propositions and explanations originating in daily life in the course of interpersonal communications. They are the equivalent, in our society, myths and belief systems of traditional societies can also be seen as a contemporary version of common sense.

In order for professionals and scholars in the field of health is of vital importance to apprehend the social representations of generic drugs used by seniors and their impact on adherence to its use. For this age group resistance to the alternative drug generic have become a major concern for professionals in this area and a major obstacle to the promotion and restoration of health in old age.

So to make this article, includes the goal to understand the profile of the geriatric population enrolled in Family Health Units and understand the social representations of generic drugs used by seniors in perspective or not these representations influence the adhesion of generic drugs.

METHODOLOGY

Understands a field of exploratory nature, the theoretical basis of subsidized social representations held with elderly patients in the Family Health Unit in the health districts I, II, III, IV and V of the city of João Pessoa / PB. The sample is non-probabilistic convenience compreedendo N = 250 elderly of both sexes who met the ethical assumptions of Resolution 196/96, after informing the objectives of the study to the elderly, accept them and signing the consent form elucidated.

It is linked to a research project for the Elderly Assistive Technologies in Units attended the Family Health / Health Status, Quality of Life and Social Representations of older adults seen at the Family Health Units, in the municipality of João Pessoa / PB / BR (approved by the Ethics Committee of Hospital Universitário Lauro Wanderley - protocol No. 26/2009) from the data collected from April to July 2011.

The empirical data were collected from a semi-structured questionnaire comprising two steps: the first step included the Test of Free Association of Words, with the term induction: generic drug. This instrument allows the evocation of responses from inducing stimuli, which makes it possible semantic groups of words. The second part looked at the socio-demographic variables such as gender, age and income.

RESULTS AND DISCUSSION

TABELA 1. Profile of the elderly accordance with the sociodemographic variables.

Variables	n	%
Age Group		
60 to 65 years	87	34,8
66 to 70 years	52	24,8
71 to 75 years	44	17,6
76 to 80 years	25	10,0
81 to 85 years	17	6,8
86 and more	15	6,0
Total	250	100
Sex		
Masculine	83	29, 3
Feminine	167	70,7
Total	250	100
Rent		
545	157	62,8
1090	40	16,0
1635 – 2725	27	10,8
3270 – 4725	05	2,0
5420	02	0,8
Other	09	3,6
Not reported	10	4,0
Total	250	100

Fonte: Dados da Pesquisa.

The profile of of the 250 elderly users of the Family Health Units in the city of João Pessoa / PB presented significant percentage (34.8%) in the range 60 to 65 years of age, which corroborates Minayo and Jr (2002) when they say respect to the increasing elderly population, most people are aged between 60 and 69 years. Showing that the elderly population is the referent study within the Brazilian reality, with the highest percentage of young old.

With regard to gender, it denotes a great disparity between the genders, because older women represent over 70% of social actors in the research set. The longevity of the female population, a phenomenon called "feminization of old age," has an important impact on health and the demands for public policies, since they are more than the men who seek to participate in activities and health facilities. More than half 62.8% of the population has income as a minimum wage per month. Thus, the impoverishment of aging is a concern, because as stated by Alves et al (2007) and Veras (2009), chronic degenerative diseases are considerably more found in the geriatric population. That said, spending on health represent a concern for the elderly sick, that these expenditures include medicines. As affirmed Leite (2010), the elderly get to expend only a third of their income on health care.

Concerning the results obtained from analysis of Alceste was considered primarily associative lexical analysis, to stimulate generic drug, according to the descending hierarchical classification.

The class number one - economic value - the generic drug is associated with the need to have a more affordable price ($\lambda^2 = 46$) without losing quality ($\lambda^2 = 40$) and it was the ease of acquisition ($\lambda^2 = 24$) leaving easily ($\lambda^2 = 21$) treatment of the disease ($\lambda^2 = 9$) creating health ($\lambda^2 = 7$) that is necessary for coping with aging ($\lambda^2 = 7$) resulting in savings ($\lambda^2 = 4$) and confidence ($\lambda^2 = 3$) by solving ($\lambda^2 = 2$) of the drug can reverse the decline in prejudice ($\lambda^2 = 2$). We realized then that the old values the generic drug because of its affordable price. This demonstrates a consensus in relation to the outcome of the profile of the elderly that describes a percentage of 62.8% that survives on the income of a minimum wage. We understand that the direct purchase of drugs by individuals consuming illustrates one of the main models of access to medicines, a fact which is exacerbated in the case of chronic diseases that require prolonged use of medication, treatment usually continues throughout the life of the patient. Thus, because of the high costs of medicines, they may become inaccessible to most of the subjects users. It can be argued that the actual price is a predictor for adherence to medication against the economic reality of current population.

Our results is concerned that found by Pereira (2008), which states that price is important and decisive factor for the elderly access to those medicines.

The class number two - politics and negativity - the program pharmacy ($\lambda^2 = 46$) popular in early 2011, was expanded by the government ($\lambda^2 = 21$) which now offers remedy ($\lambda^2 = 15$) free of chronic diseases by increasing access ($\lambda^2 = 14$) of the population. This policy ($\lambda^2 = 13$) from generic not discard the feeling of being something false ($\lambda^2 = 9$), even by prescription in revenue ($\lambda^2 = 9$), but persisted duality of perception by the poor ($\lambda^2 = 9$) at the same time says that the product is fake, but the calls effectively ($\lambda^2 = 5$), cheap ($\lambda^2 = 3$) and economic ($\lambda^2 = 3$).

The negative perception of older generic drugs is related to political issues and because of its free or affordable, resulting in doubts and effectiveness in its acquisition.

Jodelet (2001) states that social representations have a decisive role in the construction of consensual realities, because they have social-cognitive function, integrating unfamiliar things or events and direct communication, and our conduct in relation to such news.

FINAL CONSIDERATIONS

The present study unveiled a profile of the elderly population of the city of João Pessoa which presents a significant percentage of women aged 60 to 65 years with a minimum wage income. In general, the social representations of generic drugs produced by these seniors had a positive connotation to the word bind price. The elderly were positioned negatively portray the question of effectiveness of generic drugs to be distributed for free.

Understanding this reality common to all social dubious presented here allowed us to capture some thoroughness prepared by means of perception about the elderly generic and can be used as a foundation for implementation of future strategies to advance the implementation of the policy of generic the elderly population, aiming to increase of adhesion of generic medicines that portion of the population.

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PROFIL DE LA POPULATION AGEE CONSUMATRICE DE MEDICAMENTS GENERIQUES ET SES REPRESENTATIONS SOCIALES

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KEYWORDS: Elderly, Generic Drugs, Social Representations.

PROFIL DE LA POPULATION ÂGÉE CONSUMATRICE DE MÉDICAMENTS GÉNÉRIQUES ET SES REPRÉSENTATIONS SOCIALES

RÉSUMÉ

Introduction: En moins de 40 ans, le Brésil a passé d´un cenario de mortalité d´une population jeune pour un tableau de maladies graves et complexes typique de pays qu'ont une population plus âgée, ayant pour conséquence une augmentation de la consumation de drogues thérapeutiques. Devant ce contexte, la politique de médicaments génériques apparaît avec le but de réduire les couts de la santé publique. Cependant, nous percevons une ambiguïté en rélations aux représentations sociales de la population âgée sur cette médication, pricipalement concernant la confiabilité et l´acceptibilité pour cette tranche d´age en espécial. Objectif: connaître le profil de l´utilisation de médicaments génériques par la population gériatrique, et percevoir les représentations sociales e ses repercussion dans l´adhésion des personnes âgées à l´utilisation de ces médicaments. Métodologie: Étude exploratoire, quautilise la théorie des Représentations Sociales (TRS) comme réference théorique-métodologique, comptant avec la participation de 50 personnes âgées (hommes et femmes). Pour l´analyse des données obtenues dans un entretetien, le logiciel Alceste a été utilisé. Résultats: l´étude a permi d´obtenir un profil de la population âgée de la ville de João Pessoa/ Paraíba/ Brésil présentant un pourcentage significatif des femmes, ayant pour budget un salaire minimum. De manière generale, les Représentations Sociales des médicaments génériques, produites par ces personnes âgées ont eu une conotation ambigu. Conclusion: Nous concluons que le sens commun du groupe sociale ici étudié a une perception économique positive, et negative dans l´horizont politique, ainsi nous ne pouvont pas afirmer si les représentations dans la non-adhésion des médicaments génériques

PERFIL DE LOS USUARIOS DE DROGAS MAYORES GENÉRICOS Y DE SUS REPRESENTACIONES SOCIALES.

RESUMEN

Introducción: En menos de 40 años, Brasil se convirtió em una escena de la muerte de una población muy joven com un cuadrode enfermedades costosas y complejas típicas de los paísescon larga vida de la población, que resulta en

un mayor el uso de drogas terapéuticas. En este contexto, la política de medicamentos genéricos se presenta con el fin de reducir los costos de salud pública. Sin embargo, observamos uma gran diferencia en relación com las representaciones sociales de lapoblación de edad avanzada respecto a este medicamento, especialmente con respecto a La fiabilidad y La aceptación entre este grupo de edad em part observamos icular. Objetivo: Conocer el perfil deutilización de los medicamentos genérico de La población geriátrica, comprender las representaciones sociales y su impacto sobre la adhesión de las personas mayores con el uso de estos fármacos. Metodología: Se trata de un estudio de campo de carácter exploratório, utilizando la Teoría de las Representaciones Sociales (TRS) como soporte teórico metodológicos, compreedendo 250 ancianos de ambos sexos. Para analizar los datos capturados a través de la entrevista, se utilizó el software Alceste. Resultados: El presente estudio sedio a conocer un perfil de la población anciana de la ciudad de João Pessoa/Paraíba/Brasil, que presenta un porcentaje significativo de mujeres com un ingreso de um salario mínimo. Engeneral, las representaciones sociales de los medicamentos genéricos producidos por estas personas mayores tiene una connotación dudosa. Consideraciones Finales: Entendemos que el sentido común del grupo social estudiado aqui tiene una percepción positiva en el contexto económico negativo y lapolítica, no podemos decir si las representaciones em el incumplimiento de los medicamentos genéricos.

PALABRAS CLAVE: Edad avanzada, Droga genérica, Las Representaciones Sociales.

PERFIL DA POPULAÇÃO IDOSA CONSUMIDORA DE MEDICAMENTOS GENÉRICOS E SUAS REPRESENTAÇÕES SOCIAIS.

RESUMO

Introdução: Em menos de 40 anos, o Brasil passou de um cenário de mortalidade própria de uma população jovem para um quadro de doenças onerosas e complexas típica de países com população longeva, tendo como conseqüência um maior consumo de drogas terapêuticas. Diante deste contexto, a política de medicamentos genéricos surge com o intuito de reduzir os custos da saúde pública. Porém, percebemos um grande hiato em relação às representações sociais da população idosa a respeito dessa medicação, principalmente no que concerne à confiabilidade e aceitabilidade por esta faixa etária em especial. Objetivo: Conhecer o perfil de utilização de medicamentos genéricos pela população geriátrica, perceber as representações sociais e sua repercussão na adesão dos idosos ao seu uso desses medicamentos. Metodologia: Trata-se de uma pesquisa de campo de natureza exploratória, utilizando a Teoria das Representações Sociais (TRS) como suporte teórico-metodológico, compreedendo 250 idosos de ambos os sexos. Para análise dos dados apreendidos através da entrevista, utilizou-se o software Alceste. Resultados: A presente pesquisa desvelou um perfil da população idosa da cidade de João Pessoa/Paraíba-Brasil que apresenta um percentual significativo de mulheres, com rendimento de um salário mínimo. De modo geral, as representações sociais dos medicamentos genéricos, produzidas por esses idosos tiveram uma conotação dúbia. Considerações Finais: Entendemos que o senso comum do conjunto social aqui estudado possui uma percepção positiva no âmbito econômico e negativa no horizonte político, não podendo afirmar se as representações na não adesão dos medicamentos genéricos.

PALAVRAS-CHAVE: Idosos, Medicamentos Genéricos, Representações Sociais.