67 - HEALTH PROMOTION: PERSPECTIVE OF NURSING STUDENTS FROM A HIGHER EDUCATION INSTITUTION IN PARAÍBA

MILENA NUNES ALVES DE SOUSA[1]
SHEYLA SOUZA RIBEIRO[2]
ELISÂNGELA VILAR DE ASSIS[3]
RAQUEL CAMPOS DE MEDEIROS[4]
ANKILMA DO NASCIMENTO ANDRADE[3]
1. University of Franca, Franca, São Paulo, Brazil
2. Santa Maria College, Cajazeiras, Paraíba, Brazil
3. Medicine University of ABC Paulista, Santo André, São Paulo, Brazil
4. Integrated College of Patos, Patos, Paraíba, Brazil
minualsa@hotmail.com

1 INTRODUCTION

Daily practice highlights the fact that in the training process of future professionals in the health area, the basis for teaching, both theoretical and practical, has not problematized fundamental questions on the Unified Health System (SUS) (SILVA et al., 2010), the example of the precepts of Health Promotion (HP) in Primary Health Care (PHC, level of attention that represents the port of entry for all the new needs and population problems (BARBOSA et al., 2001).

Although the importance of SUS being recognized, the World Health Organization has played a fundamental role in the progress of the discussions about HP, expressing over the course of several meetings and their respective declarations that it is essential to sustainable economic and social development, therefore contributing to a better quality of life and peace in the world (BRAZIL, 2002). Recognizing the beneficial impacts of the HP actions, as well as evidencing the existence of failures in the training process of new nursing health professionals has also been affected.

In this way, it should be noted that the practices of university education must be rethought in the context of the above-mentioned category, after all, they can intervene by creating social support, strengthening the community health and perfected with the rest of health professionals, in order to offer a service based on promotion, prevention and suitable education for health, with a stimulus to the PHC (BRAZIL, 2002). The training of professionals who work in the HP field must involve not only the knowledge and skills, but also the attitudes related to user training, thus contributing to the increase of their self-esteem and while potentiating the effect of their capacity for decision making around habits and their own life (SILVA et al. , 2010).

It is acknowledged that students perceive their future profession, building on experience and knowledge that brings them to graduation, thus, aims to identify the knowledge of nursing students of a higher education institution in the backlands of Paraiba about HP since changes in the training of health professionals is a common subject in scientific publications, despite this, there are few research records on the perspective of students in relation to the HP concept (SILVA, 2009; FALCÃO; SOUSA, 2011).

The relevance of this research is configured in the contributions that the data presented may offer to the managers of the higher education institution, to students in the health area, as well as other interested parties. After all, it is expected that this study can show the gaps that still persist in the long run in the nursing training process, giving support to the faculty, locus research, so they can rethink their work pillars and institute changes in favor of a professional development based on the paradigms of HP and, of course PHC. In addition, the completion of this study can guide the improvement or the realization of a more qualified directed care to individual family and community health, because they will be reflected and, retrospectively, practiced that the promotion of health institutes, i.e. as the Ottawa Charter (BRAZIL, 2002, p. 11), calls for "training the community to act in the improvement of their health and quality of life, including a greater participation in the control of this process".

2 METHODOLOGY

This is a descriptive study with a qualitative approach, held at Santa Maria College (FSM), interior of Paraíba. The population consisted of 497 Bachelor Nursing students at the college under study. The sample was composed of 34 participants who met the following inclusion criteria: current registration for the ninth semester of the course mentioned herein and accepts to participate in the study, with exclusion criteria such as: students not enrolled and refused to participate in the study.

For the data collection processing, a questionnaire of anonymous and voluntary character was used, containing questions of a qualitative nature adapted from Silva (2009), which was applied in the months of April and May 2012, with date and time scheduled by the Course coordinator. The data were analyzed qualitatively through the technique Collective Subject Discourse (CSD) in the form of Central Ideas (CI) (LEFÉVRE; LEFÉVRE, 2000). It should be noted that this study was approved by the Ethics in Research (CEP) of Santa Maria College, as CAAE: 03962512.7.0000.5180.

3 RESULTS AND DISCUSSION

Through the analysis of the results obtained at this time in the survey, the data that support the discussions will bring real perspectives with regard to the thematic study context which enabled a clearer understanding of the concepts of the participating research subjects.

Table 1 - Definition of the concept of health promotion

CI1	CSD1
Health Education	[...]promote knowledge to maintain healthy, [...] to seek self-care; teach the people how to take care and prevent diseases.
CI2	**CSD2**
Training for the quality of life	[...] Empower the community to improve the quality of life; [...] Empowerment of the people and communities to change the determinants of health for the benefit of their own quality of life [...]
CI3	**CSD3**
Prevention	[...] Prevent health issues of individuals before they become ill [...]

For the participants, regarding HP, the same is seen in the following perspectives: health education; Quality of life training; Prevention. According to Oliveira (2008) the HP represents a set of values such as: quality of life, health, solidarity, equity, democracy, citizenship, development, participation and partnership, among others. The same author also emphasizes the actions that are performed by the state as health strategies through healthy public policy and which are able to offer individuals personal development, but also provide guidance conditions and refocusing on the health system.

Table 2 - health promotion actions that the nurse can develop in Basic Health Units (BHU)

CI1	CSD1
Stimulus for a healthy life	[...] Healthy Eating, healthy habits [...] recreation, combat drug consumption, smoking [...]
CI2	**CSD2**
Monitoring of the community	[...] Home visits, pre-natal care, talking with the families, family planning [...]
CI3	**CSD3**
Health Education	[...] Ciranda Health; Lectures [...] Flyer distributions [...] Events [...]
CI4	**CSD4**
Consultations	[...] Nursing Consultations [...]

In table 2 presents the determinants according to the target population, to practice HP, emerging Encouraging healthy living, community monitoring, health education, Consultations. The data in part reflect that there would be such actions, however lacked the intersectoriality stimulus? After all, it is fundamental to the articulation and interaction of the various sectors (OLIVEIRA; STRAW, 2006). On the nursing actions in a BHU, Nunes et al., (2009) describe that these actions must be supported in skills from which professionals should act as a facilitator, encouraging information, guidance, reflections contributing to improving the quality of life of the population, where the actions or practices should be used on the daily basis.

Table 3 - health promotion actions that the nurse can develop with the Family Health Program

CI1	CSD1
Health Education	[...] Educational Activity in schools for women, elderly, children; [...] Encourage a healthy diet;[...] Guidelines for PHC and the population[...]; [...] Lectures for the community [...].
CI2	**CSD2**
Professional Qualification	PHC Guidelines[...] and qualification of professionals[...]
CI3	**CSD3**
Monitoring	[...] Dialog with the family; [...] Family planning among married couples; conducting prenatal cytology exams[...]

About the positioning of the study participants, it is noted that the actions contemplated by them are: Educational Activities in schools with women and children and the elderly, lectures together with the community and guidance to PCH's. As regards monitoring the dialogue, highlighted are family, prenatal and cytological exams.

It is observed that the actions directed care towards the population, each within their physiological needs demand priority care, where programs should be implemented as views to guide on health problems and their causes; health education through the conduct application lead the individual to change their life habits and finally, the team of health professionals must put themselves entirely at the disposal of their clientele as a goal to achieve an improved quality of life for them.

Table 4 - Health promotion actions that the nurse can develop in hospital institutions

CI1	CSD1
Stimulus for a healthy life	[...] Healthy Eating, healthy habits; recreation, combat the consumption of drugs, smoking [...].
CI2	**CSD2**
Health Education	[...] Ciranda Health; Lectures, flyer distribution; public events and schools [...].
CI3	**CSD3**
Consultations	[...] Nursing consultations [...].

Table 4 shows the Health Education as a premise of the nursing actions at a hospital institution. For Almeida (2008), hospital nursing is replaced by important changes linked to medical care, enabling these professionals to develop skills and capabilities that go beyond the conditions imposed to perform bureaucratic and organizational roles. Also started to work with the clientele to accommodate them and fit them into a healthy perspective, through health education promotion.

As well as in the basic health promotion network, in hospital institutions, the purpose is to heal the individual, mainly determined by clinical knowledge, by means of a care that allow preventive and educational actions, more effective and practical.

Table 5 - the importance of health promotion as a Public Health field

CI1	CSD1
Prevention	[...] aims at disease prevention [...] Aims to combat and prevent risk situations related to individual health[...]
CI2	**CSD2**
Improvement of life	[...] Modify the reality in which many people find themselves [...]

In accordance with Leite (2007) the growth of the discussions, theorizations and HP policies and the inclusion of the subject in the curriculum guidelines of health courses, as well as the need for the development of knowledge and skills before the HP has aroused the interest of professionals and society. In addition to prevention and recovery, health professionals will be increasingly charged by its performance with a focus on HP, after all, health is the result of multiple factors, the modes of production organization, labor and society in historical context, it is an essential approach with views in individual and collective HP.

The concept of health as a social product, due to factors related to the quality of life, adequate standards of food and nutrition, housing, sanitation and education, it underlies the HP paradigm. The actions are to be developed, with the objective of producing improvements in living and health conditions; they should be directed to the collectivity and the environment, through

public policies favorable for health development and the strengthening the capacity of individuals and communities. From this collective perspective there is an approximation with the field of implementation and deployment of healthy public policies.

4 FINAL CONSIDERATIONS

The addressed study dealt with discussing about HP in the view of Nursing Course students who are attending their ninth semester. From what was part listed in the literature, addressing the issue is to do a roundup able to substantiate all action and strategy assumptions that are involved in the context of public health.

Denominate HP in the vision of students, came to confirm a significant premise for this area, which is rightly, to know the capabilities and skills produced by higher education courses. And, on the basis of this assertion, the study reveals that the students seem to be being trained in a less curativistic perspective, with the design of actions and strategies for health education, and from this, it drives the interaction between health professionals and their clientele, thus making them more efficient and effective the combat of diseases, as well as allowing the community to satisfactorily understand the predisposing factors in the health-disease process, enabling them to adopt positive self-care behavior mechanisms that will coherently enable improvement in the quality of life of the population.

However, it is noteworthy that even before the knowledge learned there needs to be more interaction between the theoretical and practical knowledge in nursing to provide effective, efficient and conscious HP more so being offered to the population.

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Corresponding Address: Rua do Prado, nº 369, apto 806.
Centro, Patos-PB, CEP: 58700-010.
Telephone number: (83) 88784633.
E-mail: minualsa@hotmail.com.

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ABSTRACT

Objective: to identify the knowledge of nursing students from a higher education institution in the backlands of Paraiba about health promotion (HP). Methodology: an exploratory, descriptive qualitative approach to data collection being carried out with the graduating students from the Nursing Course at the Santa Maria College. Results: pointed out that subjects understand the HP as being part of the activities developed by health professionals in search of quality of life for individuals, in which the Health Education is one of the most important, because it brings with it an approximation of the professionals with the community, by raising awareness through lectures, campaigns and other means; immunization and knowledge about health problems and their causative agents, with a focus on self-care. Conclusion: even before the knowledge learned there needs to be more interaction between the theoretical and practical knowledge of nursing, and from there providing effective, efficient and conscious HP, even more so being offered to the population.

KEYWORDS: Primary Health Care, Health Promotion, Nursing.

PROMOTION DE LA SANTÉ: LA PERSPECTIVE DES ETUDIANTS DE SOINS INFIRMIERS D'UN ÉTABLISSEMENT D'ENSEIGNEMENT SUPÉRIEUR DE LA PARAÍBA

RÉSUMÉ

Objectif: identifier les connaissances des étudiants en soins infirmiers d'un établissement d'enseignement supérieur dans la brousse de Paraiba à propos de promotion de la santé. Méthodologie: comprendre exploratoire, approche descriptive qualitative, la collecte des données en cours avec les étudiants de dernière année de l'école des soins infirmiers Cours Santa Maria. Résultats: ont montré que les sujets comprennent la promotion de la santé dans le cadre des actions développées par les professionnels de la santé dans la recherche de la qualité de vie des individus, dans laquelle l'éducation de la santé est l'un des plus importants, car il apporte une approche professionnelle de la communauté diriger à travers des conférences, des campagnes et autres moyens de sensibilisation, la vaccination et la connaissance des problèmes de santé et leurs agents étiologiques, en mettant l'accent sur les soins auto-administrés. Conclusion: avant même que les connaissances acquises il doit

y avoir une plus grande interaction entre la connaissance théorique et pratique des soins infirmiers, pour, de là, de fournir, efficace et conscient promotion de la santé tout en étant offert la plus grande population.

MOTS CLÉS: De Santé Primaires. Promotion de La Santé. Soins Infirmiers.

PROMOCIÓN DE LA SALUD: LA PERSPECTIVA DE ESTUDIANTES DE ENFERMERÍA DE UNA INSTITUCIÓN DE EDUCACIÓN SUPERIOR DE LA PARAÍBA

RESUMEN

Objetivo: identificar los conocimientos de los estudiantes de enfermería de una institución de educación superior de Paraiba sobre promoción de la salud. Metodología: Se entiende enfoque exploratorio, cualitativo, descriptivo, recogida de datos se llevó a cabo con los estudiantes que se gradúan de la Escuela de Enfermería Curso de Santa María. Resultados: Se demostró que los sujetos comprender la promoción de la salud como parte de las acciones desarrolladas por los profesionales de la salud en la búsqueda de la calidad de vida de las personas, en la que la educación sanitaria es uno de los más importantes, ya que aporta un enfoque profesional de la comunidad dirigir a través de conferencias, campañas y otros medios de conocimiento, la inmunización y el conocimiento sobre los problemas de salud y sus agentes causales, con un enfoque en el cuidado personal. Conclusión: aun antes de que el conocimiento aprendido es necesario que haya una mayor interacción entre el conocimiento teórico y práctico de la enfermería, para, desde allí, para ofrecer promoción de la salud eficaz, eficiente y consciente como una población mucho más grande que se ofrece en un general.

PALABRAS CLAVE: Salud Primaria. Promoción de la Salud. Enfermería.

PROMOÇÃO DE SAÚDE: ÓTICA DE ESTUDANTES DE ENFERMAGEM DE UMA INSTITUIÇÃO DE ENSINO SUPERIOR DO SERTÃO DA PARAÍBA

RESUMO

Objetivo: identificar o conhecimento de acadêmicos de enfermagem de uma instituição de ensino superior do sertão paraibano acerca da Promoção de Saúde (PrS). Metodologia: compreendeu exploratória, descritiva com abordagem qualitativa, sendo a coleta de dados efetivada com os acadêmicos concluintes do Curso de Enfermagem da Faculdade Santa Maria. Resultados: apontaram que os sujeitos compreendem a PrS como sendo parte das ações desenvolvidas pelos profissionais de saúde na busca da qualidade de vida dos indivíduos, em que a Educação a Saúde é um das mais importantes, pois traz consigo uma aproximação dos profissionais com a comunidade, orientando por intermédio de palestras, campanhas e outros meios que permitam a sensibilização, a imunização e o conhecimento sobre os problemas de saúde e os seus agentes causadores, com foco no autocuidado. Conclusão: mesmo diante dos saberes apreendidos é preciso haver maior interação entre os conhecimentos teóricos e práticos da enfermagem, para, a partir daí, prover de forma efetiva, eficiente e consciente a PrS como bem maior a ser ofertada a população.

PALAVRAS-CHAVES: Atenção Primária a Saúde. Promoção de Saúde. Enfermagem.