162 - PROFESSIONAL PRACTICE PHYSICAL EDUCATION IN HEALTH PROMOTION: BENEFICIARIES OF VISION OF AN OPERATOR OF HEALTH PLANS CEARÁ

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INTRODUCTION

The changes over the centuries whether economic, political, social or cultural, produced significant changes to life in society. As a paradox, there is the constant development of technological creations while emerging challenges that are imposed on health. The process of transformation of society has significantly influenced the changes in health care. We observed over time a greater appreciation of health care, in an attempt to prevent and reduce the occurrence of diseases. Prevention is one of the determinants of quality of life. Thus preventing means to anticipate facts or inappropriate situations that might bring some harm or damage to individuals. The chronic diseases assumed role of constant discussion in health management, because they have growing increase in morbidity and mortality indicators. These diseases are, in Brazil, about 70% of the total burden of disease. This information proves the need for discussion on the effect of health promotion in the prevention and effective control of these diseases (MEDINA ET AL, 2014). Most NCD's does not result in sudden death, on the contrary, they are likely to lead people to become continually sick and debilitated, especially if they have the proper treatment. This fact tends to massively increase the use of health services, making the system often unsustainable. The prevention and control of NCD's are therefore considered important factors for increased longevity and quality of life, and contribute to reducing costs in health systems. In this context, it is necessary to enhance the development of preventive programs focused on new health organization model, where the beneficiary is the center of care, establishing monitoring lines of care, through a full practice, involving a multidisciplinary team . The participation of the multidisciplinary team is indispensable in health promotion programs because from the set of information and knowledge has a better scientific basis for research, problem identification and formulation of actions. In this scenario, we highlight the role of the professional of Physical Education. The operator of health plans studied, states seek to understand actions that enable a better monitoramente health of its members. Thus, in the researched health promotion program, they are solidified principles governing health promotion policies, an important part of the work the actions of the professional of Physical Education. This program claims to have as main objective to reduce the risk of chronic diseases and improve the quality of life of users. As challenges in the Brazilian health system increase, professionals must be qualified and ready to adapt to these changes. Professional Physical Education as a component of multidisciplinary teams working in health should take leading role for the positive achievements of preventive programs. In this context, define the actions of the professional of Physical Education and identify the views of users of the supplementary health system across its operations, it is necessary to better understand the intervention of this professional in the system. This research sought to explore a promising new playing field for physical education professionals, bringing new visions and providing additional information in the literature review, on the importance of interdisciplinarity between health areas in the supplementary system. Moreover, the research allowed to generate an approach opinions of the population of participants users of the proposed program regarding practices in health promotion and observation, therefore, the reach that perhaps this new area has gained in society. The study sought to show also the skills of the professional of Physical Education, in particular health promotion program, from the perspective of the users of the supplementary system, to contribute to the knowledge of professional intervention within the health system.

METHOD

A cross-sectional survey was conducted with descriptive and analytical approach. It was used as an instrument a semi-structured questionnaire. The survey was conducted at the headquarters of a managed care plans in the city of Fortaleza, Ceará, in 2011. The survey sample was formed by 70 participants of the promotion program clients to health and physical activities offered by the operator. However, only 57 (81% of target audience) effectively participated in the survey. All participants were over 18 and under 65.

RESULTS AND DISCUSSION

As for the gender of respondents:

In the first questioning it was identified in the survey that 74% of respondents belong to the female, while 26% are male, featuring a female predominance in the sample. Several scientific studies show that men generally suffer more than women with chronic diseases and consequently die earlier. However, it is observed that the presence of the men in primary care is lower compared to women. Scholars believe that this fact is directly related to the culture of our region, where care is seen as a feminine practice. To note that there is a need for discussion about masculinity and its commitments to human health (GOMES, 2007). What we can see is that women in general are more concerned with the preventive aspects of health, in addition to performing more effectively actions in pursuit of quality of life. To increase the participation rate of men in physical activities proposals, it is necessary to invest in strategies that increase men's interest for these practices. The program should invest in stocks that make possible an increase in male participation.

As for the time of participation in physical activity and health promotion program:

All users participating in the program physical activities for over three months. This question was used in the intention not to be researched population that got less than three months of participation in the program. All met the requirement.

Regarding the participation of physical education professional in the health promotion program:

According to the study population, 88% believe it is essential the participation of the professional of Physical Education in the health promotion program operator, and 12% believe it is important, what characterizes positively the participation of the professional. No participant marked "unimportant" or "unnecessary". The multidisciplinary team of health promotion programs should be made up of several professionals from different areas of knowledge, that the best health care support is offered to participants. The results obtained in this matter confirms the need and importance of professional work of Physical Education in this context. There is a need for interaction and dedication among different practice areas of professionals, such as psychology, physical education, medicine, among others. The understanding and consolidation of professional staff

require changes involving various professionals who have in common the understanding of physical activity in health promotion perspective (FERREIRA, 2005).

As to the level of user satisfaction front of the professional practice of Physical Education:

This question was asked which note participants attach to the professional practice of physical education within the program. It was found that 56% gave top marks 10; 26% give a 9; 14% gave note 8 and 4% gave note 7. These data demonstrate that the study population is satisfied with the performance of the professional of Physical Education, facing the fact that more than half of those surveyed gave top marks to the performance of this business, and that none of the respondents have scored below seven. This result is important because it clearly shows the acceptance of the population against the work of the professional of Physical Education.

As for the functions performed by the Physical Education professional in the eyes of users:

In this matter the participants could answer more than one item, that is, in the opinion of such activity was related to the work of the professional physical education they could score. It is noted from the results found that most of the participants scored only issues related to practical activities, such as physical activity 100% and 96% physical assessments. Few activities marked as coordination and administration 22% 7%. 75% scored lectures, by the fact that the program offers lectures of various health professionals users. It is clear, therefore, that most of the study population believes that the professional of Physical Education is not able to perform administrative and management tasks.

As for the professional relationship Physical Education with your students:

According to the responses of users, the professional relationship of physical education with their students is satisfactory. Thus, 79% believe that this relationship is excellent and 21% believe it is good. No participant believes is fair or poor.

A good relationship with the students only brings benefits. Users feel more stimulated and safe practices come naturally and the results appear more easily. Tassoni (2010), in his work on affectivity and learning / a teacher-student relationship, explains that any exchange ratio of knowledge is involved in affection, as happens through social relationships where a pillar of emotions permeates relations.

As for the professional of Physical Education should continue working in the health promotion program:

It was found that 100% of the population studied believe that the professional of Physical Education should continue to act in Healthy Attitude program. From this data we can see that there is an understanding established between this population on the benefits received from this professional intervention. The participants in the physical activity of the study program understand the need for professional monitoring of Physical Education in prevention programs.

CONCLUSION

Healthy habits are responsible for a life with more quality and a reduced risk of certain diseases. In this context, the professional of Physical Education operates in programs to promote the health of the private health system, along with other health professionals. The goal of these programs is to offer users a multidisciplinary approach, with the intention to promote health and generate greater satisfaction. Female participation in physical activity program presents higher than male participation. Since the benefits of regular practice of physical exercises are attributed to the general population, men should be more concerned about health issues. Thus, the program must create strategies that involve male participation in large-scale and maintain the level of female participation. Acceptance among the population studied, about the work of the professional of Physical Education in the program is satisfactory. The search result shows clearly how the work of the professional of Physical Education becomes important and necessary for the public targeted by prevention programs as well as for the general population that uses the supplementary system. It is important that the professional of Physical Education is prepared for the challenges of the health system, always presenting new themes and deepening the theme "Physical Education" as a key factor in the quest for health and quality of life. Thus, this field is presented as promising and is directly linked to the professional practice of physical education and should be subject to further investigations to a greater knowledge by professionals and the receiving company.

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PROFESSIONAL PRACTICE PHYSICAL EDUCATION IN HEALTH PROMOTION: BENEFICIARIES OF VISION OF AN OPERATOR OF HEALTH PLANS CEARÁ

ABSTRACT

The high cost of health services in conjunction with the rise of chronic noncommunicable diseases brought about the need to rethink the current model of the system, reactive and hospital to a proactive model of health promotion. The idea is to revisit the organization of services and restructure care, focusing on promotion and prevention. Currently, there is a growing concern of the health insurance industry to ensure primary care and preventive medicine to beneficiaries. In this context, the professionals from related areas seeking to overcome concepts and achieve results that meet the user population and reduce the risk of future disease. Linked to prevention programs is the professional of Physical Education. This research analyzes the vision of the beneficiaries of an operator facing Ceara health plans the activities of the physical education teachers in the system. The program involving the professional is formed by a multidisciplinary team, and seeks to follow the lifestyle and health indicators of all participants. To collect the data, we applied a questionnaire with multiple choice questions. From the results obtained, it was observed that women have a higher frequency of constant practice of physical activities, and users believe is essential to the work of physical education professional in the program and gave full marks to its performance. In addition, it was found that the teacher-student relationship is, in the view of users, excellent, and the fundamental physical education professional tool in health education. It is necessary that the physical education professional is able to track the problems of the health system, seeking solutions that favor the recipient company as well as their professional growth. It is observed, therefore, that the health system is presented as a promising field of activity for the professional of Physical Education.

KEYWORDS: Physical education. Health Promotion. Health Systems.

PRATIQUE PROFESSIONNELLE ÉDUCATION PHYSIQUE EN PROMOTION DE LA SANTÉ: BÉNÉFICIAIRES DE VISION D'UN EXPLOITANT DE LA SANTÉ PRÉVOIT CEARÁ

RÉSUMÉ

Le coût élevé des services de santé en relation avec l'augmentation des maladies chroniques non transmissibles mis sur la nécessité de repenser le modèle actuel du système, réactive et à l'hôpital à un modèle proactif de promotion de la santé. L'idée est de revoir l'organisation des services et des soins de restructuration, en se concentrant sur la promotion et la prévention. Actuellement, il ya une préoccupation croissante de l'industrie de l'assurance de santé pour assurer les soins primaires et la médecine préventive aux bénéficiaires. Dans ce contexte, les professionnels de domaines connexes visant à surmonter les concepts et obtenir des résultats qui répondent à la population de l'utilisateur et de réduire le risque de maladie future. Lié à des programmes de prévention est le professionnel de l'éducation physique. Cette recherche analyse la vision des bénéficiaires d'un opérateur face à la santé Ceara prévoit les activités des professeurs d'éducation physique dans le système. Le programme impliquant le professionnel est formée par une équipe pluridisciplinaire, et cherche à suivre les habitudes de vie et les indicateurs de santé de tous les participants. Pour recueillir les données, nous avons appliqué un questionnaire avec des questions à choix multiples. D'après les résultats obtenus, il a été observé que les femmes ont une plus grande fréquence de la pratique constante des activités physiques, et les utilisateurs croire est essentiel pour le travail des professionnels de l'éducation physique dans le programme et a donné le maximum de points à sa performance. En outre, il a été constaté que la relation enseignant-élève est, de l'avis des utilisateurs, excellent, et l'éducation physique outil professionnel fondamental dans l'éducation de la santé. Il est nécessaire que le professionnel de l'éducation physique est capable de suivre les problèmes du système de santé, la recherche de solutions qui favorisent l'entreprise bénéficiaire ainsi que leur épanouissement professionnel. On observe, par conséquent, que le système de santé est présenté comme un champ d'activité prometteur pour les professionnels de l'éducation physique.

MOTS-CLÉS: éducation physique. Promotion de la santé. Les systèmes de santé.

PRÁCTICA PROFESIONAL EDUCACIÓN FÍSICA EN PROMOCIÓN DE LA SALUD: BENEFICIARIOS DE LA VISIÓN DE UN OPERADOR DE SALUD PLANES DE CEARÁ

RESUMEN

El alto costo de los servicios de salud en conjunto con el aumento de las enfermedades crónicas no transmisibles provocó la necesidad de repensar el modelo actual del sistema, reactiva y hospital a un modelo proactivo de promoción de la salud. La idea es volver a examinar la organización de los servicios y la atención de reestructuración, centrándose en la promoción y la prevención. Actualmente, existe una preocupación creciente de la industria de seguros de salud para garantizar

la atención primaria y la medicina preventiva a los beneficiarios. En este contexto, los profesionales de áreas relacionadas buscando superar conceptos y lograr resultados que satisfagan la población de usuarios y reducir el riesgo de enfermedad en el futuro. Vinculado a los programas de prevención es el profesional de la Educación Física. Esta investigación analiza la visión de los beneficiarios de un operador frente Ceará salud planea las actividades de los profesores de educación física en el sistema. El programa implica que el profesional está formado por un equipo multidisciplinar, y trata de seguir los indicadores de estilo de vida y de salud de todos los participantes. Para recopilar los datos, se aplicó un cuestionario con preguntas de opción múltiple. De los resultados obtenidos, se observó que las mujeres tienen una mayor frecuencia de la práctica constante de las actividades físicas, y los usuarios creen es esencial para el trabajo del profesional de la educación física en el programa y dio la máxima puntuación a su rendimiento. Además, se encontró que la relación profesor-alumno es, en opinión de los usuarios, excelente, y la herramienta profesional de la educación física fundamental en la educación de la salud. Es necesario que el profesional de la educación física es capaz de realizar un seguimiento de los problemas del sistema de salud, la búsqueda de soluciones que favorezcan a la sociedad beneficiaria, así como su crecimiento profesional. Se observa, por tanto, que el sistema de salud se presenta como un prometedor campo de la actividad para el profesional de la Educación Física.

PALABRAS CLAVE: educación física. Promoción de la Salud. Sistemas de Salud.

ATUAÇÃO DO PROFISSIONAL DE EDUCAÇÃO FÍSICA NOS PROGRAMAS DE PROMOÇÃO À SAÚDE: VISÃO DOS BENEFICIÁRIOS DE UMA OPERADORA DE PLANOS DE SAÚDE DO CEARÁ

RESUMO

O alto custo dos serviços de saúde em conjunto com o aumento das doenças crônicas não transmissíveis trouxe a necessidade de se repensar o modelo atual do sistema, reativo e hospitalocêntrico para um modelo proativo de promoção da saúde. A ideia é rediscutir a organização dos serviços e reestruturar o cuidado, com foco em promoção e prevenção. Atualmente, há uma crescente preocupação do setor de saúde suplementar em garantir cuidados de atenção primária e medicina preventiva aos beneficiários. Nesse contexto, os profissionais das áreas afins buscam ultrapassar conceitos e alcançar resultados que satisfaçam a população de usuários e diminuam o risco de doenças futuras. Ligado aos programas preventivos encontra-se o profissional de Educação Física. Esta pesquisa analisou a visão dos beneficiários de uma operadora de planos de saúde do Ceará frente a atuação do profissional de educação física no sistema. O programa que envolve o profissional é formado por uma equipe multidisciplinar, e busca acompanhar os indicadores de estilo de vida e de saúde de todos os participantes. Para a coleta de dados, foi aplicado um questionário com questões de múltipla escolha. Através dos resultados obtidos, observou-se que as mulheres apresentam maior frequência de práticas constantes de atividades físicas, e que os usuários acreditam ser essencial o trabalho do profissional de educação física no programa, bem como atribuíram nota máxima ao seu desempenho. Além disso, foi constatado que a relação professor-aluno é, na visão dos usuários, excelente, sendo o profissional de Educação Física instrumento fundamental na educação em saúde. Faz-se necessário que o profissional de Educação Física esteja apto para acompanhar a problemática do sistema de saúde, buscando soluções que favoreçam a sociedade beneficiária, bem como o seu crescimento profissional. Observa-se, assim, que o sistema de saúde apresenta-se como um campo de atuação promissor para o profissional de Educação Física.

PALAVRAS-CHAVE: Educação física. Promoção da Saúde. Sistemas de Saúde.