64 - HEALTH PROMOTION IN BRAZIL'S PRIMARY ATTENTION: INTEGRATIVE REVIEW

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INTRODUCTION

The Primary Health Care (PHC) is one of the key components of health systems (OLIVEIRA; PEREIRA, 2013). As the Alma Ata Declaration in 1978, it can be understood as a central role in the health system of a country, including actions involving prevention of disease and injury, promotion of health, healing and rehabilitation, covering intra collaboration intersectoral and in favor of social development and addressing the determinants of the health-disease (BRASIL, 1996).

Its importance to the health sector recognized and in Brazil since the 1990s that it has been developing, for this decade was the incorporation of innovative care health programs, such as the Community Outreach Program Health and the Family Health Program. The creation of the PACS and PSF, for example, took up PHC for evidence of position, highlighting (CONILL, 2008).

In Brazil, is known to PHC for primary health care, the first level of care within the health system, which is designed as a set of initiatives, individual and/or collective, covering promotion and health protection, disease prevention, diagnosis, treatment, rehabilitation and maintenance of population health. It developed through teamwork and from administrative and sanitary practices in a limited territory, as needs of the enrolled population (BRASIL, 2012; STARFIELD, 2002). According to the authors, ensures continuity and comprehensive care.

"Its main attributes attention on the first contact, longitudinality, completeness and coordination, and as derived attributes the family and community orientation and cultural competence" (OLIVEIRA; PEREIRA, 2013, p. 158). Despite all the specialties involved in primary level care in Brazil, what observed is the persistence of medical centered model or biomedical, in which disease prevention and health promotion actions placed on the margins of assistance under the Single System Health (STARFIELD, 2002).

Once the propositions presented by the indisputable recognition of the relevance of PHC to the population of this country, we seek with this scientific work to identify the profile of publications on health promotion in the Brazilian primary care.

METHOD

The research characterized as a descriptive literature review, exploratory type Integrative Review of Literature (IRL). As demand systematization of the shares, it must be run from the following steps: issue identification and establishment of the guiding question (which the profile of publications on health promotion in the Brazilian primary care?); determine the inclusion and exclusion criteria; preselection and selection of studies; categorization; analysis and interpretation of results; and synthesis of knowledge (VIEIRA et al., 2013; SOUZA; SILVA, CARVALHO, 2010).

To identify articles to write this review initially carried out consultation with Medical Subject Headings (MeSH) by setting up: health promotion, primary health care and Brazil. These key words used in combination.

The study conducted from search in the Search Portal of the Virtual Health Library between September and October 2015. The initial search identified 411 publications, of these, 252 were available in full. For sample design, inclusion criteria established every scientific article categories (original, review, reflection, testing, upgrade, experience report), only online full texts, publications from 2013 to 2015, in Portuguese and English. Of the 44 articles that fulfilled the filters, they proceeded to the reading of titles and, from this, 15 productions selected. We excluded articles repeated in more than one database (leaving only once), which did not include the approaches to health promotion in the PHC Brazil.

The organization and tabulation of findings drawn from the following information: Database, authors, year, title, journal, issues and key findings. The cutouts of the data categorized into four thematic approaches.

RESULTS AND DISCUSSION

According to the analyzed publications, you can check the profile of publications on the number of authors. Of the 15 selected articles, 6.7% (n = 1) had two authors, 20% (n = 3) three and 73.3% (n = 11), most, four or more authors.

Contemplating the year of publication, the selection of publications pleaded those available in the years from 2013 to 2015, and the year 2014 stood at 40% (n = 6). The year 2015 accounted for 33.3% (n = 5) and 2013 by 26.7% (n = 4).

Regarding the database, the Latin American and Caribbean Health Sciences (LILACS) was the one with the largest number of publications, 80.0% (n = 12) of the sample, followed by the Medical Literature Analysis and Retrieval Sistem on-line (MEDLINE) (13.3%; n = 2) and the Nursing Database (BDENF) (6.7%; n = 1). With 86.7% (n = 13) in Portuguese and 13.3% (n = 2) in English.

The articles were published in nine different journals, however, much was available in the Journal of Public Health (20.0%; n = 3). Yields were also found in Caderno de Saúde Coletiva (6.7%; n=1), Psicologia, Ciência e Profissão (6.7%; n=1), Revista da Rede de Enfermagem do Nordeste (6.7%; n=1), Trabalho, Educação e Saúde (6,7%; n=1), Revista Brasileira de Epidemiologia (6.7%; n=1), Interface - Comunicação, Saúde e Educação (13.3%; n=2), Revista Pesquisa, Cuidado é Fundamental (Online) (13.3%; n=2) e Saúde em Debate (13.3%; n=2).

The categories of articles, the same not fit into four themes: 1) education and low effectiveness Shares in actions promoting health, 2) health promotion programs and encouraging specific actions, 3) National Policy of Primary Care, 4) advances and challenges for health promotion. The main emphasis for the first subject (1), 46.7% (n = 7) (table 1).

Table 1: Categorization of studies as thematic

Theme 1 - Educational activities and low effectiveness in the actions promote health		
Authors/Year	**Objective**	**%**
Figueira et al. (2015)	Compare the perception of primary care professionals about counseling of healthy lifestyles before and after an educational intervention.	46.7
Medina et al. (2014)	To d escribe health promotion and prevention of chronic diseases carried out by health teams who joined the National Program for Improving Access and Quality of Primary Care (PMAQ -AB) in Brazil and collate the information provided by health professionals to those obtained by the interviewers through documentary evidence	
Prado; Sales; Nomiyama (2015)	To i nvestigate the Popular Education contribution to the reorganizatio n of Primary Health Care (PHC).	
Reis; Silva; Un (2015)	To i dentify the evolution of concepts, practices and the institutionalization of health promotion in view of education in primary health ca re in the National Health System	
Silva et al (2013)	To i nvestigate the orientation of receipt for intake of low salt, sugar and fat in the adult population of Brazil	
Teixeira et al. (2014)	Evaluating health promotion practice: observations of the participating teams of the National Program for Improving Access and Quality of Primary Care	
Toledo; Abreu; Lopes (2013)	To estimate the prevalence and factors associated with adherence to healthy lifestyles.	
Theme 2 - Health promotion programs and encouraging specific actions		
Authors/Year	**Objective**	**%**
Alves et al. (2013)	To assess the prevalence of exclusive breastfeeding and its association with the assistance by the Primary Care Initiative Breastfeeding Friendly	33.3
Machado et al. (2013)	To v erify the effectiveness of a nutritional intervention associated with physical activity among users of a Health Promotion Service of Belo Horizonte (MG).	
Ramos et al. (2014)	To estimate the prevalence of health promotion programs in primary healthcar e units in Brazil	
Souza et al. (2015)	To report the experience on how to promote human health in primary health care.	
Souza; Fernandes (2014)	To v erify the feasibility of a nursing care guideline postpartum in primary health care.	
Theme 3 - National Primary Care Policy		
Authors/Year	**Objective**	**%**
Gomes et al. (2014)	To d iscuss the National Policy on Primary Care of Health System with health professionals from three municipal health centers	13.3
Kessler et al. (2015)	To analyze the coverage of strategies to strengthen primary care in the municipalities da4a Regional Health Management of Santa Catarina, Brazil.	
Theme 4 - Advances and challenges for health promotion		
Authors/Year	**Objective**	**%**
Silva et al. (2014)	Identify the advances and challenges for health promotion in successful practices in the areas of health, education, culture, social welfare and sport-leisure.	6.7

Health promotion for Buss (2003, p. 22) "consists of activities aimed at transforming behaviors of individuals, focusing on their lifestyles and locating them within families and at most in the community cultures of environment where they are".

Understanding the fundamental attribute of a IRL is the summarization of research previously carried out on an object of study, aiming to clarify or place as the issue has been addressed to better understand it are evident, sequentially, the main contributions identified in this review as the approaches.

In the field of "educational and low effectiveness in the actions promote health" (FIGUEIRA et al., 2015; MEDINA et al., 2014; MEADOW; SALES; NOMIYAMA 2015; REIS; SILVA; UN, 2015; SILVA et al., 2013; TEIXEIRA et al., 2014; TOLEDO; ABREU; LOPES, 2013).

The authors contemplate the need for educational activities (both for community and to occupational), to ensure the promotion of health as well as poor adherence actions specific to health promotion.

Figueira et al. (2015, p. 181) identified difficulties by health professionals to promote educational actions aimed at healthy lifestyle, and when they do not perceive changes as claim that obstacles related to finance, culture, ways of life and work, in addition to conservative positions. Moreover, the guidelines centered on the individual, focusing on the curative aspects, eating habits and physical activity predominated. The authors also emphasized that it is essential to motivate professionals to carry out educational, recreational, and collective, from a multidisciplinary work. Therefore, the authors emphasize, "the continuity in the continuing education of professionals is seen as necessary to permit consideration of possible views on health in the contemporary context, encouraging the production and care of autonomy".

Medina et al. (2014) demonstrated the paucity of carrying out the actions the health promotion and prevention of chronic diseases carried out by health teams who joined the National Program for Improving Access and Quality of Primary Care, especially those directed for seniors and for the detection of problems among students, and little evidence of actions taken, reflecting the low institutionalization of these actions in the context of the Family Health Strategy.

Prado; Sales; Nomiyama (2015) showed that the Popular Education (PE) is consistent and positive for the Family Health Strategy achieve their assumptions, including the implementation of health promotion activities. Therefore, the PE leads to evolution in the care, the assistance humanization, and understanding do in PHC and team satisfaction.

Reis; Silva; Un (2015) highlight the importance to recognize the participatory and educational processes for the construction of health promotion. Reinforcing therefore it is crucial to provide the technical and university curriculum transformation, where educational practices beyond the biomedical model at the expense of completeness and community participation, factors which enshrine the promotion of health and PE. Therefore, the waiting rooms seized as a dialogic and sensitizing education space, encouraging the transformation and the exercise of citizenship, promotion of health.

Silva et al. (2013) include the educational work is little used, configuring a missed opportunity to disease prevention and health promotion. Therefore, the population well targeted, to this end, health professionals must be qualified.

Teixeira et al. (2014) analyzed the health promotion practices Basic Care teams in Brazil, considering the axes: refocusing services; community action; healthy environments; personal skills. The authors consisted vulnerability of beneficiaries of the “Bolsa Família”; in school there is a predominance of clinical actions (oral health); education for sexuality /

playback, among others. By the findings, they said that the practices are fragmented and focused, and one should equilibrate clinical care, disease prevention and health promotion.

Toledo; Abreu; Lopes (2013, p. 540) reported that "the adoption of healthier lifestyles requires the proposition of strategies that enhance the membership and the participation of professionals in the realization of counseling as health promotion action that generates greater autonomy and quality of life, supported by policies and health promotion programs".

As for the "programs promoting health and encouraging specific actions" (ALVES et al., 2013; MACHADO et al., 2013; RAMOS et al., 2014; SOUZA et al., 2015; SOUZA; FERNANDES, 2014), the authors highlighted mechanisms such as Friendly Primary Care Initiative Breastfeeding, Nutrition Intervention, Saturday Shares, Men Group, Healthy Environment Promotion, among others.

Alves et al. (2013) contemplated the encouragement of breastfeeding, from the Primary Care Initiative Breastfeeding Friendly. The strategy contributed to the practice of exclusive breastfeeding, which leads to disease prevention and health promotion.

Machado et al. (2013, p. 148) evaluated the nutritional intervention on the eating habits of a particular group. The authors found that "there was no change with regard to eating habits, but was effective for anthropometric changes and to reduce the consumption of sausages, highlighting the importance of these services for the promotion of health of the population."

Ramos et al. (2014) emphasized the implementation of the promotion of healthy environment and healthy eating as most prevalent programs, tobacco control and alcohol, and promotion of physical activity.

Souza et al. (2015) describe the blessings of two strategies deployed in a Family Health Unit (FHU) of Vitoria, Espírito Santo, the "Saturday Shares" (held quarterly, with recreational activities and health education) and the “Group Men" (held weekly, lasting 1h15min with dialogued exhibitions and therapeutic workshops). The results of the strategies highlighted: increased male presence at FHU, improved care led to chronic conditions and strengthening of harm reduction behaviors.

Souza; Fernandes (2014) assessed the feasibility of a nursing care guideline postpartum PHC. The results were significant for exclusive breastfeeding; take HPV exam, using ferrous sulfate and better vaccination coverage.

In the field of National Policy of Primary Care, as context to ensure the promotion of health in the PHC, Gomes et al. (2014) believe that the greatest difficulty to carry out the principles of primary health care is the lack of human resources to carry out educational activities at the collective level as the individual is held; and Kessler et al. (2015) contemplated the search for qualification and solving teams and health services, but revealed difficulties in expansion and articulation of actions. Those factors compromise the effectiveness of health promotion in the first level of care.

The theme "progress and challenges for health promotion", only Silva et al. (2014) lectured on it. The researchers emphasized that there are conceptual and methodological uncertainty about health promotion, as well as practice focused on vulnerable groups, limits on funding and intersectoral partners. These major challenges for health promotion.

FINAL CONSIDERATIONS

The objective of this research achieved because it found that among the publications on health promotion and primary care in Brazil, dominated the published 2014 by four or more authors, available in LILACS, in the Journal of Public Health and Portuguese. The topics covered were educational and low effectiveness in the actions promote health, health promotion programs and encouraging specific actions, National Primary Care Policy and advances and challenges for health promotion.

The findings expected to attract the interest of researchers on the subject, and especially strengthen the need to effect actions promoting health in primary care.

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HEALTH PROMOTION IN BRAZIL'S PRIMARY ATTENTION: INTEGRATIVE REVIEW

ABSTRACT

Objective: To identify the profile of publications on health promotion in the Brazilian primary care. Method: The research characterized as a descriptive literature review, exploratory type Integrative Review of Literature. To identify articles to write this review, we used the Medical Subject Headings: health promotion, primary health care and Brazil. The search took place in the Virtual Health Library Research Portal between the months of September and October 2015, setting the sample in 15 productions, from the inclusion and exclusion criteria. Results: It found that dominated the 2014 year of publication, four or more authors, available in LILACS, in the Journal of Public Health and Portuguese. The topics covered were educational and low effectiveness in the actions promote health, health promotion programs and encouraging specific actions, National Primary Care Policy and advances and challenges for health promotion. Conclusion: It expected to attract the interest of researchers on the subject, and especially strengthen the need to effect actions promoting health in primary care.

KEYWORDS: Health Services. Primary Health Care. Health Promotion.

PROMOTION DE LA SANTÉ DANS ATTENTION PRIMAIRE DU BRÉSIL: EXAMEN D'INTÉGRATION

RÉSUMÉ

Objectif: Identifier le profil de publications sur la promotion de la santé dans les soins primaires brésilienne. Méthode: La recherche a été caractérisée comme une revue de la littérature descriptive, de type exploratoire intégrative revue de la littérature. Pour identifier les articles d'écrire cette critique, nous avons utilisé les descripteurs contrôlés sciences de la santé: promotion de la santé, les soins de santé primaires et le Brésil. La recherche a eu lieu dans le portail de recherche de la bibliothèque virtuelle de la santé entre les mois de Septembre et Octobre 2015, fixant l'échantillon dans 15 productions, des critères d'inclusion et d'exclusion. Résultats: On a constaté que dominé de 2014 l'année de publication, quatre auteurs ou plus, disponible dans LILACS, dans le Journal de la santé publique et portugais. Les sujets abordés étaient l'éducation et la faible efficacité dans les actions à promouvoir la santé, les programmes de promotion de la santé et des actions spécifiques encourageants, la politique nationale de soins primaires et de progrès et de défis pour la promotion de la santé. Conclusion: Il est prévu d'attirer l'intérêt des chercheurs au sujet de cette question et en particulier renforcer la nécessité d'opérer des actions de promotion de la santé dans les soins primaires.

MOTS-CLES: Les Services de Santé. Soins de Santé Primaires. Promotion de La Santé.

PROMOCIÓN DE LA SALUD EN ATENCIÓN PRIMARIA DE BRASIL: revisión integradora

RESUMEN

Objetivo: Identificar el perfil de publicaciones sobre promoción de la salud en la atención primaria de Brasil. Método: La investigación se caracteriza por ser una revisión de la literatura descriptiva, tipo exploratoria Integrativa Revisión de la Literatura. Para identificar los artículos para escribir esta crítica, hemos utilizado los controlados, Ciencias de la Salud: promoción de la salud, la atención primaria de salud y Brasil. La búsqueda se realizó en la Biblioteca Virtual de la Salud Portal de Investigación entre los meses de septiembre y octubre de 2015, el establecimiento de la muestra en 15 producciones, a partir de los criterios de inclusión y exclusión. Resultados: Se encontró que dominó el 2014 año de publicación, cuatro o más autores, disponible en LILACS, en el Diario de Salud Pública y portugués. Los temas tratados fueron la educación y la baja efectividad en las acciones de promoción de la salud, los programas de promoción de salud y acciones específicas alentadores, Política Nacional de Atención Primaria y los avances y desafíos para la promoción de la salud. Conclusión: Se espera que atraiga el interés de los investigadores sobre este tema y sobre todo reforzar la necesidad de efectuar acciones de promoción de la salud en la atención primaria.

PALABRAS CLAVE: Servicios de Salud. Atención Primaria de la Salud. Promoción de la Salud.

PROMOÇÃO DA SAÚDE NA ATENÇÃO PRIMÁRIA DO BRASIL: REVISÃO INTEGRATIVA

RESUMO

Objetivo: Identificar o perfil das publicações sobre a promoção da saúde na atenção primária brasileira. Método: A pesquisa caracterizou-se como uma revisão bibliográfica descritiva, exploratória do tipo Revisão Integrativa da Literatura. Para identificação dos artigos para compor esta revisão, utilizaram-se os Descritores Controlados em Ciências da Saúde: Promoção da Saúde, Atenção Primária à Saúde e Brasil. A busca ocorreu no Portal de Pesquisa da Biblioteca Virtual de Saúde entre os meses de setembro e outubro de 2015, definindo-se a amostra em 15 produções, a partir dos critérios de inclusão e exclusão. Resultados: Constatou-se que predominou as publicações do ano de 2014, de quatro ou mais autores, disponíveis na LILACS, na Revista de Saúde Pública e em português. Os temas contemplados foram ações educativas e baixa efetividade nas ações promotoras de saúde, programas de promoção da saúde e estímulo a ações específicas, Política Nacional de Atenção Básica, e avanços e desafios para a promoção da saúde. Conclusão: Espera-se despertar o interesse de pesquisadores sobre a temática e, especialmente, reforçar a necessidade de serem efetivadas ações promotoras da saúde no primeiro nível de atenção.

PALAVRAS-CHAVE: Serviços de Saúde. Atenção Primária à Saúde. Promoção da Saúde.