

Blue November and its importance in men's health all year round: Experience report

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ABSTRACT

The "Blue November" movement is a national campaign focused on men's health, focusing on the prevention of prostate cancer and combating the prejudice of men in seeking medical care. It appeared in Australia in 2003 as "Movember" and arrived in Brazil in 2008. Recently, a qualitative intervention was carried out at the UNINTA college in Sobral, with a lecture and dynamics to make professionals aware of the importance of preventive care. The initiative seeks to promote a more holistic and preventive approach to men's health.

Keywords: Health, Prostate, Nursing.

INTRODUCTION

The "Blue November" movement is a national campaign in favor of men's health and awareness carried out by several entities. Historically, the movement emerged in Australia in 2003, which is known worldwide as MOVEMBER, a combination of the words Moustache and November. In Brazil, Blue November was created by the Lado a Lado pela Vida Institute, in 2008, with the aim of breaking the male prejudice of going to the doctor and, when necessary, doing exams such as digital exams and preventing prostate cancer (Lemos, *et al.*, 2021).

The image that men do not get sick, added to behaviors considered typically masculine, such as the use of alcohol, smoking and violence, attached to cultural factors, are considered responsible for these behaviors, which end up hindering a more holistic follow-up, including preventive actions for the male population. Linked to this perspective, there is still an aggravation within the services regarding the male user, that of being seen negatively by care professionals, since they have little patience in waiting for care (Azevedo, 2017).

The expansion of the publicization of Blue November as a special period of comprehensive attention to men's health is of paramount importance for the massification of the margin of men who need

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to arouse an interest in also seeking basic and primary health care. It is necessary to arouse a preventive interest to the detriment of their perceived greater attention to the use of the SUS as a corrective, reparative and emergency health system.

MATERIALS AND METHODS

This is an experience report with a qualitative approach based on an intervention carried out with male employees, who work at the UNINTA faculty in Sobral Ceará, which took place in mid-November 2023, carried out by the nursing team and medical students, participants of the Workers' Health League. The main focus of the activity was a lecture and a dynamic held with approximately 50 professionals from the institution, whose theme discussed their perception of men's care for their health as being one of the central approaches focused on the prevention of prostate cancer. Initially, pertinent literature on the subject was sought for the construction of the lecture. At the time of the action, the intervention was divided into two moments, the first being a work of recognition of the individual knowledge of those present on the theme, seeking to question them about their knowledge about the perspective of what Blue November would be and the importance of health prevention actions. During the development of the intervention, it was sought to highlight which factors trigger prostate cancer, warning signs, as well as the importance of performing the preventive exam annually. The second moment was organized as a reflection and an interactive activity, related to the initial lecture.

RESULTS

The activity took place during the participants' work shift lasting 1 hour, the employees were divided into groups of fifteen people. At first, it was noticed the withdrawal of the employees of technical level and greater difficulty in communication, as well as little openness to the presented. The professionals with higher education both showed more acceptance, knowledge and were a link with the other professionals, making the activity viable and participatory.

The signs and symptoms were addressed in a vehement and didactic way, using dynamics and situations related to their routine, Something relevant within the problem, because for men to seek the UBS, it is necessary to know the symptoms of the disease. Most of the time, prostate cancer grows slowly and manifests few or no symptoms throughout a man's life. In the most aggressive cases, the growth is very fast and metastasizes (Morrell *et al.*, 2021).

Realizing the lack of knowledge and the difficulty of addressing the theme and doubts of most of them, a welcoming and dialogical posture was adopted, which certainly contributed to many of those present having bonded during the lecture. In addition, the group's space stood out as an exercise in health promotion, as necessary as it is rare, as illustrated by the participation of men between twenty and 59



years of age, working in the service.

It is known that the male population lacks adherence to the actions of the health services, as well as self-care, so the realization of the activity proved to be relevant because during the activity there was greater participation of those present, discussion about doubts and relaxation in the final dynamics, which made the team realize the power of promoting health through listening combined with the manifest desire to integrate an environment created by the participation of those involved.

FINAL CONSIDERATIONS

The activity was quite challenging for the team, but it showed the importance of its execution, based on the adhesion and involvement of those present, bringing the team a greater need to develop more activities related to men's health in several areas,

Finally, it should be noted that the initiative, designed based on a robust methodology and team integration, fulfilled its role as a health promoter, based on activities that are deconstructed from the trivial, promoting adherence of those present and making them replicators of them.



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