

Experience report: An extension project on good health practices in primary care



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Ruan Braga Santiago

Christus University Center, Brazil
Graduating in Medicine

Lucas Eliel Beserra Moura

Christus University Center, Brazil
Family physician

Victoria Melo Reis

Christus University Center, Brazil
Graduating in Medicine

Roma Victor Olegário Aguiar

Christus University Center, Brazil
Graduating in Medicine

Raíssa Soares Dantas

Christus University Center, Brazil
Graduating in Medicine

Renata Viana Rodrigues

Christus University Center, Brazil
Graduating in Medicine

Rodolfo Basilio Madeira Neto

Christus University Center, Brazil

Graduating in Medicine

Pedro Brito Nogueira

Christus University Center, Brazil
Graduating in Medicine

Amanda Almeida Lima

Christus University Center, Brazil
Graduating in Medicine

Nicole Mota Picanço

Christus University Center, Brazil
Graduating in Medicine

ABSTRACT

The concept of primary health care (PHC) is fundamental for the promotion of well-being and disease prevention, although it has been reinterpreted over the years. A clear definition was developed to facilitate its implementation, highlighting PHC as a comprehensive health approach that meets people's needs, from health promotion to palliative care, close to the everyday environment. Principles such as universality, equity and integrality guide PHC, ensuring access to all, respect for diversity and comprehensive care (BRASIL, 2010, 2021).

1 INTRODUCTION

The concept of primary health care (PHC) is fundamental for the promotion of well-being and disease prevention, although it has been reinterpreted over the years. A clear definition was developed to facilitate its implementation, highlighting PHC as a comprehensive health approach that meets people's needs, from health promotion to palliative care, close to the everyday environment. Principles such as universality, equity and integrality guide PHC, ensuring access to all, respect for diversity and comprehensive care (BRASIL, 2010, 2021).

In view of the high prevalence of patients with diabetes and hypertension, as well as the presence of the Specialized Center for Diabetics and Hypertensive Patients (CEADH), an extension project was developed in a Primary Care Unit, which emphasized the importance of healthy habits in



the fight and prevention of diseases, through playful educational actions, as information folders and interactive activities (Martins, Oliveira, & Lourinho, 2021). The work was divided into five stages, the first being the recognition of the points of vulnerability of the population. It should also be added that the project was carried out with people of all ages, including also pregnant women (BRASIL, 2005).

The engagement of Community Health Agents and health professionals was essential for the success of the initiative, reinforcing the importance of integration between the community and health services in the search for better results in prevention and health promotion. It was concluded that University Extension projects constitute opportunities for multiple benefits, both for academics and teachers, as well as for the participating community (Paro, Ventura & Silva, 2019).

This article reports in detail an extension project carried out in a Basic Health Unit in Fortaleza, Ceará, with the objective of promoting good health practices in primary care. The project was conducted by students of the first semester of the medical course of the Christus University Center - Unichristus, and adopted the methodology of the Charles Maguerez Arch, which consists of five phases: observation of reality, survey of key points, theorizing, hypotheses of solution and application to reality. (Berbel, 2011)

Primary Health Care (PHC) is defined as an approach that aims to ensure the highest possible level of health and well-being for the whole society, focusing on people's needs from health promotion to palliative care. PHC is based on fundamental principles, such as universality, equity and integrality, seeking to ensure universal access to health services, without any type of discrimination, and providing comprehensive and comprehensive care, considering all dimensions of the health of individuals (BRASIL, 2005).

The Frei Tito Basic Health Unit, where the project was implemented, presented a scenario with a high number of patients with diabetes and hypertension, as well as the presence of the Specialized Center for Diabetic and Hypertensive Care (CEADH). These data were crucial for the definition of the problem to be worked on, which focused on the prevention of these comorbidities, through actions that addressed the food context of the population (Garcia, 2022).

The project adopted an innovative educational approach, using playful and didactic methods to make the population aware of the importance of healthy eating. For this, educational "folders" were created with simplified language and a QR code to facilitate access to the project's social networks. In addition, the students made a blood vessel in "biscuit", representing the vascular endothelium and blood cells, in order to illustrate in a playful way the reflexes of the intake of unhealthy foods (Becker & Rocha, 2017).

The application to reality occurred on a day of visit to the Basic Health Unit, where the students made interactive approaches with the population. Dynamics involving the selection of healthy and unhealthy foods were used, clearly illustrating the consequences of these choices on the vascular and



general health of individuals (Carvalho et al., 2021). During the discussions, the negative implications of excessive consumption of fats and sugars for health were emphasized, highlighting diseases such as hypertension, diabetes, atherosclerosis, heart attacks and stroke (Machado, 2019).

The results of the project were highly satisfactory, with the community showing great interest and engagement in the proposed activities. The educational experience provided by the students contributed significantly to the awareness of the population about the importance of a balanced diet and the prevention of chronic diseases. The creation of a social media page for the project was also an effective resource to disseminate health information and reinforce the teachings shared during face-to-face activities (BRASIL, 2005).

In this context, the project highlights the relevance of good health practices for the well-being of the community and highlights how prevention and health promotion are fundamental for a comprehensive and careful approach to individuals. The focus on preventing chronic diseases through educational actions in primary care can contribute (Caldeira, Leite & Rodrigues-Neto, 2011).



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