

INFORMATIONAL STRATEGIES FOR SOCIAL INTERVENTION ACTIONS IN HEALTH

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INTRODUCTION

Several meetings of international scope have discussed the increment of social intervention in Health lately, reinforcing that health is a basic human right and showing social inequalities worldwide. These actions aim both the promotion and prevention of health. Videos, oral or written material and images are often used in these strategies.

JUSTIFICATION

Communication power of images is widely recognized. Images have been used since the very first signs produced by cavemen. Representations employed in videos are varied and similar to those on television. Images seduce, attaching enchantment to what is registered in a dynamic and colorful way, all that wrapped in emotion. The use of videos in Health draws the interest of people from different social levels or academic backgrounds. Health promotion searches changing life conditions as well as individual decision-making processes regarding life quality. Furthermore, prevention seeks actions in order to stop, control and weaken risk factors or causes of disease. Promotion and prevention practices use scientific knowledge and many strategies, including informational ones.

OBJECTIVES

3.1 General

To increase percentage of success in the information transfer process regarding actions, health promotion and prevention of diseases.

RESULTS

For its making process, the video in Health can be qualified as fictional, but its content brings reality, not always pleasant, closer to the spectator with the appeal and persuasion of images and proposals, becoming efficient means of information transfer. Parting from existing concepts of other areas of knowledge as well as from edition and recording technical resources, a typology of informational strategies was created.

3.2 Specific

To identify efficiency of videos as means of information in actions in the Health area. To set up useful strategies to the information transfer process of actions in the Health area.

THEORY FRAME

The utility of images to convey information is not only related to their textual and visual impact, but also to the appeal to memory and social imaginary. Movement in images is important in transferring information for the way they represent reality, for making content comprehension easier, via one's cognitive structure through social environment diffusion. Information, according to the cognitive line of Information Science, modifies cognitive structure of individuals and triggers actions that can be, among others, a behavioral change. Informational strategies make information suitable and intelligible to users.

METHODOLOGY

Identification of the efficiency of videos as means of information in actions of the Health area. Creation of a typology to informational strategies in Information Science based on concepts of other areas such as: Communication, Sociology, Linguistics, Cognition and Education. Technology used in videos can supply material to the construction of technical information strategies, aiming at more efficient transfer and assimilation of information.

Types of strategies

- Communication informational strategies
- Speech informational strategies
- Cognitive informational strategies
- Social/Cultural informational strategies
- Power informational strategies
- Education informational strategies
- Technical informational strategies

Strategy Operations

- Act "on the spot" of information transfer
- Act on informational image speech consolidation
- Act on the individual's information perception
- Act on information context
- Act on imposition of information or making it legitimate
- Act on the individual's education through information
- Act on image speech construction

CONCLUSION

More and more videos are used as informational support in actions of the Health area. They fill in many gaps: economic (low cost), range (information to the illiterate or poorly educated), acceptance (link with the popular television and computer) and material (technological update: CD-ROM, DVD). The use of informational strategies is necessary as information transfer facilitators, which will occur ethically, based on knowledge and power (competent speech). Transferred and assimilated information enables individuals to use or refuse it, contributing to reinforce citizenship and to reduce social exclusion. When informational strategies are identified, the selection of videos available becomes easier. They can also be used as a support to make new ones. Nevertheless it is necessary to respect users and to be acquainted with their social and cultural context of information. Informational strategies can be used in various information and communication processes, bringing out the ones which make use of images, like sites, portals etc.

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