CONTINUING HEALTH EDUCATION IN THE CONTEXT OF THE NATIONAL IMMUNIZATION PROGRAM: MINIMIZING MISSED OPPORTUNITIES

ABSTRACT
Objectives: to develop a continuing health education (CHE) experience addressing missed vaccination opportunities (MVO) in the context of the National Immunization Program in a Family Health Unit (FHU) of Baixada Fluminense, RJ, Brazil; to determine the knowledge of health professionals who work in this unit about MVOs; to describe the reasons that lead to the occurrence of MVOs; and to raise these professionals’ awareness of the importance of vaccination. Method: qualitative field research, based on a simplified version of the Situational Strategic Planning method, conducted with healthcare professionals that work in that unit. The data will be collected using a questionnaire and analyzed through content analysis, and continuing education meetings will be performed. The project was approved by the Research Ethics Committee, CAAE 35033214.0.0000.5243. Expected results: implementation of CHE strategies in this FHU through reflection and changes in current vaccination practices, and preparation of an intervention plan for MVOs. Descriptors: Vaccination; Health Education; Continuing Education; Health Personnel.

RESUMO
Objetivos: desenvolver uma experiência de educação permanente em saúde (EPS) sobre oportunidades perdidas de vacinação (OPV) no contexto do Programa Nacional de Imunizações em uma Unidade de Saúde da Família (USF) da Baixada Fluminense; identificar o conhecimento dos profissionais de saúde atuantes nesta unidade sobre OPVs; descrever os motivos que levam à ocorrência de OPVs; e sensibilizar estes profissionais sobre a importância da vacinação. Método: pesquisa qualitativa de campo, baseada em uma simplificação do método Planejamento Estratégico Situacional, com profissionais de saúde atuantes nesta unidade. Os dados serão coletados com um questionário misto e submetidos à análise de conteúdo e serão realizados encontros de educação permanente. O projeto foi aprovado pelo Comitê de Ética em Pesquisa, CAAE 35033214.0.0000.5243. Resultados esperados: adoção de estratégias de EPS nesta USF através da reflexão e transformação das práticas vigentes em vacinação e elaboração de um plano de intervenção para OPVs. Descriptors: Vacinação; Educação em Saúde; Educação Continuada; Pessoal de Saúde.

RESUMEN
Objetivos: desarrollar una experiencia de educación continuada en la salud (ECS) sobre las oportunidades perdidas de vacunación (OPV) en el marco del Programa Nacional de Inmunizaciones en una Unidad de Salud de la Familia (USF) de Baixada Fluminense, RJ, Brazil; identificar el conocimiento de los profesionales de la salud que trabajan en esa unidad sobre OPVs; describir las razones que llevan a la ocurrencia de OPVs; y sensibilizar a estos profesionales acerca de la importancia de la vacunación. Método: investigación cualitativa de campo basada en una simplificación del método Planificación Estratégica Situacional llevada a cabo con profesionales de la salud que trabajan en esa unidad. Los datos serán recolectados usando un cuestionario y sometidos a análisis de contenido y serán realizadas reuniones de educación continuada. El proyecto fue aprobado por el Comité de Ética en Investigación, CAAE 35033214.0.0000.5243. Resultados esperados: adopción de estrategias de ECS en esa USF a través de la reflexión y cambio en las prácticas de vacunación actuales y la elaboración de un plan de intervención para OPVs. Descriptors: Vacunación; Educación para la Salud; Educación Continuada; Personal de la Salud.

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NOTE PREVIEW ARTICLE

CONTINUING HEALTH EDUCATION IN THE CONTEXT OF THE NATIONAL IMMUNIZATION PROGRAM: MINIMIZING MISSED OPPORTUNITIES

A EDUCAÇÃO PERMANENTE EM SAÚDE NO CONTEXTO DO PROGRAMA NACIONAL DE IMUNIZAÇÕES: MINIMIZANDO OPORTUNIDADES PERDIDAS

EDUCACIÓN CONTINUADA EN LA SALUD EN EL CONTEXTO DEL PROGRAMA NACIONAL DE INMUNIZACIÓN: MINIMIZANDO OPORTUNIDADES PERDIDAS

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INTRODUCTION

Mass vaccination has been a strategy recognized as effective for the prevention of infectious diseases and consistently present in the proposals for primary healthcare policies. Although much is being done in that respect, part of the population seek health services in family health units (FHU) and the professionals responsible for their health fail to guarantee them the right to be immunized, featuring the so-called “missed vaccination opportunities” (MVO).

Activities to be performed by nurses and multidisciplinary teams for vaccination schemes in the FHUs include: taking advantage of every opportunity for vaccination; referring patients to the vaccination room; and training of human resources, with the participation in training and capacity building in immunization.¹

Within this context, we propose continuing health education (CHE) as a factor that will promote changes in the performance of the Unified Health System so that health professionals can face such a reality through a critical, reflective, purposeful, committed, and technically competent performance.²

Promoting the participation of the whole health team and not only nursing professionals—since all of them are part of the health work process and are in permanent contact with patients—in planning, implementation, and evaluation of vaccination practices will arouse their attention toward the vaccination status of the population.

Due to the dynamics of the Family Health Strategy, whose goal is to promote care targeted at the expanded concept of health, seeking quality of life and not merely the absence of diseases, it is necessary to encourage the maintenance of updated teams focusing on care quality. Therefore, it is necessary that professionals’ education takes place on a continuing basis in order to assist them in making decisions and the care provided to patients.³ Within this context, the following main issues emerged:

Can CHE actions minimize the occurrence of MVOs in this FHU?

Why is the vaccine status of patients not considered by health professionals who care for them?

Do the knowledge and performance of these professionals contribute to the prevention and identification of MVOs?

OBJECTIVES

- To develop a CHE experience addressing MVOs within the context of the National Immunization Program in a FHU of Baixada Fluminense, RJ, Brazil;
- To determine the knowledge of health professionals who work in this unit about MVOs;
- To describe the reasons that lead to the occurrence of MVOs;
- To raise these professionals’ awareness of the importance of vaccination.

METHOD

This is a descriptive study with a qualitative approach and field research. Its goal is to draw up an intervention plan based on a simplified version of the Situational Strategic Planning (SSP) method. It has a complex approach, but adaptable to local level, since when we plan to achieve complex goals and we want to do it in a participative manner, sharing different knowledge and different actions, we necessarily have to work using a planning method.⁴

The participants will be 13 workers of the multidisciplinary team who work for a 40-hour regime in a FHU of Baixada Fluminense, RJ, Brazil. The study meets the principles established by Resolution 466/2012 and was approved by the Research Ethics Committee of the Antônio Pedro University Hospital, CAAE: 35033214.0.0000.5243, Opinion No. 790,009 of 5th September 2014. It has also been submitted together with the its authorization to the Municipal Health Department/Primary Health Center of the abovementioned city. The participants will be informed about the study through an informed consent form.

The data will be collected using a questionnaire composed of open and closed questions and analyzed in two steps. First, we will perform content analysis, with further discussion of the results based on the theoretical and methodological framework. Subsequently, we will use the simplified version of the SSP with the ultimate goal of developing a CHE experience in this FHU and preparing an intervention plan.

EXPECTED RESULTS

The expected results of the present study include: adoption of CHE strategies in the daily activities of this FHU through reflection on the part of the multiprofessional team; changes in current vaccination practices; and preparation of an intervention plan for MVOs.
REFERENCES


