Construction of a booklet on education...



ORIGINAL ARTICLE

CONSTRUCTION OF A BOOKLET ON EDUCATION IN THE TRANSIT FOR **ADOLESCENTS**

CONSTRUÇÃO DE UMA CARTILHA SOBRE EDUCAÇÃO NO TRÂNSITO PARA ADOLESCENTES CONSTRUCCIÓN DE UNA CARTILLA SOBRE EDUCACIÓN EN EL TRÁNSITO PARA ADOLESCENTES

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Objective: to build an educational booklet for adolescents on traffic accident prevention. Method: this is a qualitative study of the methodological type conducted by phases: initiated by a narrative review about the prevention measures and epidemiology of traffic accidents in Brazil, and later confection of the text, layout, and images of the contents proposed in the booklet. Results: the booklet was divided into parts: pedestrians, cyclists, motorcyclists and drivers, signage and traffic tips. For each component, means of behavior in traffic were described along with illustrations. Conclusion: the booklet was built and a new teaching material in health education activities was shown, focusing on the prevention of traffic accidents. It is emphasized that in the subsequent phase, the booklet will be submitted to the process of validation of content and appearance. Descriptors: Health Education; Traffic Accidents; Adolescent; Public Health; Accident Prevention; Health Promotion.

Objetivo: construir uma cartilha educativa para adolescentes sobre prevenção de acidentes de trânsito. Método: trata-se de estudo qualitativo, do tipo metodológico, que se conduziu por fases: iniciou-se com uma revisão narrativa acerca das medidas de prevenção e epidemiologia dos acidentes de trânsito no Brasil e, posteriormente, confecção do texto, layout e imagens do conteúdo proposto na cartilha. Resultados: dividiuse a cartilha em partes: pedestres, ciclistas, motociclistas e motoristas, sinalização e dicas de trânsito. Para cada componente descreveram-se meios de comportamento no trânsito acompanhados de ilustrações. Conclusão: construiu-se a cartilha que se apresenta como novo material de ensino nas atividades de educação em saúde com foco para a prevenção de acidentes de trânsito. Ressalta-se que em fase subsequente será submetida ao processo de validação de conteúdo e aparência. Descritores: Educação em Saúde; Acidentes de Trânsito; Adolescentes; Saúde Pública; Prevenção de Acidentes; Promoção de Saúde.

Objetivo: construir una cartilla educativa para adolescentes sobre prevención de accidentes de tránsito. Método: estudio cualitativo del tipo metodológico conducido por fases: iniciado por una revisión narrativa acerca de las medidas de prevención y epidemiologia de los accidentes de tránsito en Brasil, y posteriormente confección del texto, layout e imágenes del contenido propuesto en la cartilla. Resultados: la cartilla fue dividida en partes: pedestres, ciclistas, motociclistas y motoristas, señalización y consejos de tránsito. Para cada componente fueron descritos medios de comportamiento en el tránsito acompañados de ilustraciones. Conclusión: la cartilla fue construida y se presenta como nuevo material de enseñanza en las actividades de educación en salud, con enfoque para la prevención de accidentes de tránsito. Se resalta que en fase subsecuente será sometida al proceso de validación de contenido y apariencia. Descriptores: Educación en Salud; Accidentes de Tránsito; Adolescente; Salud Pública; Prevención de Accidentes; Promoción de la Salud.

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INTRODUCTION

Since the widespread use of motor vehicles, traffic has been reaping the lives of countless people and can be considered as the fastest growing public health problem in Brazil and the world.¹ Besides to fatalities, traffic also results in numerous accidents with sequels and total or partial disabilities, as well as social, environmental, psychological and financial costs.²

If we consider the loss of future lives, it is estimated that by 2020, traffic accidents will be the second leading cause of premature death in the world. In Brazil, death rates from traffic accidents exceed those of developed countries, being considered as an epidemic and bringing high economic cost to the country³ as in 2014, period with 52,200 death benefits and 596,000 disability payments.⁴

In view of the practice of motor vehicle driving, inexperienced young people represent a segment most exposed to the risk of being involved in accidents with serious injuries and death when compared to older drivers. The dissemination of knowledge about appropriate traffic behaviors is an indispensable tool in the training and improvement of people with greater prudence and attention to the dangers that pervade the driving of motor vehicles.⁵

It is worth emphasizing that the very elements that characterize the adolescence phase are responsible for part of the inconsequence practiced during this period. The transition between childhood and adulthood represents changes in the affective, emotional and social aspect that can make this people less sensitive to orientation. In this sense, self-care in traffic is often neglected, fostering the possibility of accidents.

In this way, different methods can be explored to attract and sensitize the adolescents that is disinterested in lectures, debates and other forms of educational activities, described by them as tiring.⁷ Thus, the use of a booklet as an educational material proves to be a good attraction, and when directed to their reality and forms of behavior institutes a certain potential to attract attention and arouse interest in the topic addressed.

One of the educational forms that can be professionals is by educational represented technology, by the set of knowledge scientific that involves educational process. In this sense, it is part of the daily routine of nurses to act as a knowledge agent, seeking new options that Construction of a booklet on education...

offer support to intervene with the community that favor social welfare.⁸ Thus, it becomes essential to build and implement educational strategies aimed at the awareness of the adolescents on the prevention of traffic accidents.

In view of the above, the relevance of this study is confirmed, as it emphasizes a public health problem evident in the current society: the high rates of traffic accidents involving young people and adolescents, making them a priority target for scientific research.

OBJECTIVE

• To build an educational booklet for adolescents about traffic accident prevention.

METHOD

This is a qualitative study of the methodological type since it consists in the development of a booklet, which is a light-hard technology for health promotion in traffic with a focus on the adolescents. The adopted the phases: 1. To search in the specialized literature the existing scientific knowledge on the subject; 2. To transform the language of the information found by selecting, in short, the relevant content to compose the educational material, effecting its elaboration properly said.⁹

A search of the subject related to the measures of prevention and epidemiology of traffic accidents in Brazil was carried out, for later elaboration of a narrative review that gave theoretical support to the content proposed in the booklet.

The construction of the booklet took place during the May and June 2017 and it was assisted by a professional graphic illustrator who designed the illustrations to facilitate the understanding of the content by the target audience. Other educational resources of similar structure aimed at the same audience were used to support the illustrations that would be created, since the age group is in the process of transition, requiring figures that oscillate between the infant and the adult.

Regarding the content expressed in the material, it was elaborated based on the narrative review of the scientific literature about the subject, carried out during the construction of the project. Throughout the constructive process, the readers interests and needs were matched, giving the booklet a clear, objective, attractive and persuasive language, within the possibilities of dialogue with the adolescents.

It should be noted that the ethical and legal criteria that regulate the use of texts and images have been respected during the research, not violating copyright.

RESULTS

In this research, the final product was an educational booklet, developed during a process that involved well-defined phases, from the adequate formulation of the problem to the satisfactory presentation of the results. The booklet was called Traffic Education for Adolescents and was expressed in 12 pages, excluding pre-textual elements.

At the beginning of the material, the presentation page exposes the purpose and target audience to whom it is intended. In the interior, the content was structured in four sections to give greater organization and to

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promote learning, respectively: pedestrians, cyclists, motorcyclists, and drivers, who correspond to the main users of traffic in the city and in the countryside. For each segment, illustrations that interact directly with the text were used indicating the appropriate behaviors at each moment.

The adopted language is designed to be objective and easy to understand. For this purpose, large fonts and short texts were distributed among images, making the material as educational as possible. The illustrations are important as a tool to encourage reading, and they were portrayed in a simple way, but contemplating details that establish a good relationship with reality. Its use appeared interspersed with written content aimed at attracting the reader's attention (Figure 1).

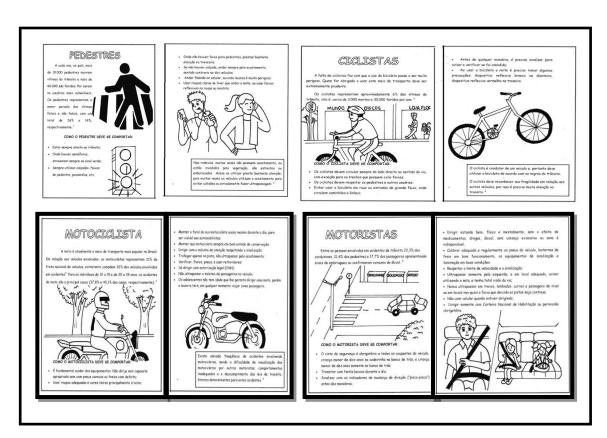


Figure 1. Presentation of the sections of the educational booklet. Picos (PI), Brazil, 2017.

In the last pages, the reader will find the main types of signage present in the roads and meanings, accompanied respective figures to graphically reinforce the content here exposed. Also, traffic tips for achieving safe traffic for everyone, especially adolescents The were found. coherent organization associated with reading motivations makes the booklet an easy-to-use resource, allowing the reader to explore its components by broadening the view on the subject.

DISCUSSION

Adolescence corresponds to a period between 12 years old and the incomplete 18 years old, 10 being a multidimensional

development contemplated by changes from the physical to the psychological area. Also, there is an interest in behaviors that directly influence their health to make them more vulnerable to traffic accidents. In turn, they have a significant social burden that encompasses responsibility for deaths, sequels, and costs to public health.²

Initiated by biological changes, adolescence culminates in behavioral transitions influenced by genetic, cultural, and economic factors. ¹¹ This means that the development of educational resources is challenging as it is subject to a difficult education phase.

Thus, it is notable that adolescents are a strategic group for the development of health promotion and prevention policies, and more

and more persuasive methods are necessary to attract and guide this people.¹² In this sense, the use of booklets is a strong strategy aimed at raising the awareness of adolescents about education and traffic.

The production of printed matter papers, such as the booklet, may open new avenues for health promotion as it is a palpable method in which information can be easily viewed to improve content absorption compared to isolated verbal instructions. Thus, educational materials must have an interaction between the speaker, receiver, and written content, making them an efficient pedagogical resource.¹³

It is necessary that the booklet has elements such as short texts, layout, and illustrations as allies, establishing an educational medium with relevant and at the same time attractive information, making reading enjoyable. Also, the use of the verbal and non-verbal system enables didactics within the possibilities of dialogue with adolescents. 14

About 84% of Brazilian adolescents live in an urban area, which is more prone to accidents due to the intense flow of people and congestion.¹⁵ Thus, it is a priority area in the investment of preventive measures. In this sense, pedestrians and traffic lights were used in the illustrations that compose the booklet, similar to the reality witnessed in the streets by most of the young people.

The use of the cell phone was also portrayed, standing out as an important risk factor for traffic accidents involving young drivers. Some drivers have a habit of listening to music while driving, while others exchange text messages, and both attitudes increase exposure to the risk of accidents as a result of deviance. 16-7

It is important to bear in mind that the behaviors developed here tend to be corroborated during adulthood, and it is essential to stimulate young people to be the active subject of their self-care. From this perspective, 74.6% of victims between 26 and 35 years old were involved in an car collision, reaffirming the perception that the patterns presented in the previous age group may be perpetuated.

interest in receiving The adolescents' interventions on risk behavior reveals a preference of up to 93% for those that present in the form of technologies, either by telephone, in person or by print.²⁰ This shows how attractive the use of modernization in the of adolescents, approach offering opportunities attract not to attention conquered by other educational means.

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lt worth mentioning that the effectiveness of learning, applying technology as the educational booklet is related to the integration between health actions and the training of those involved in the educational cycle of adolescents.⁵ Nursing in this context can act both in education interventions in and construction and validation the educational resources. Also, these actions should occur in a continuous way and with diversified methodologies, as well as the evaluation to see if these measures had the desired effect. 12

In this sense, besides teaching preventive measures of aggravations the importance of the elaboration of educational practices aimed at stimulates the conversion of social determinants that contribute to the occurrence of these damages to health. ^{19,21-2} In this context, the booklet on education in traffic for adolescents is characterized as an efficient means to promote an awareness of its impact both individually and collectively.

As limitations of the study, it is emphasized that the mobilization of financial resources is necessary to proceed with the validation and subsequent dissemination of the material, ensuring its effects as educational material. Also, the professionals must be previously instructed on the use of the resource allied to the educational activities of this subject.

CONCLUSION

The booklet was built and shown as new teaching material in health education activities, with the objective of motivating adolescents to behave safely in traffic, being relevant its use in educational practices developed by nursing and other professionals as material support.

It was observed that the scientific literature is still scarce regarding the publication of educational materials of guidance in the traffic for the adolescents, evidencing the need of greater attention to this area, where through the exploration it is possible to deepen the knowledge and to elaborate strategies that can influence their behavior.

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