



NOTE PREVIEW ARTICLE

VALIDATION OF AUDIOVISUAL RESOURCES FOR THE INTENTION OF USE OF CONDOMS

VALIDAÇÃO DE RECURSO AUDIOVISUAL PARA A INTENÇÃO DO USO DE PRESERVATIVOS VALIDACIÓN DE RECURSO AUDIOVISUAL PARA LA INTENCIÓN DEL USO DE CONDOMES

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ABSTRACT




Objective: to validate the content of an audiovisual resource for the influence of the intention to use condoms. **Method:** this is a quantitative, descriptive, methodological study. Validation will be carried out by judges with training in Nursing, specialists in the subject, and by technicians with expertise in communication. For the selection of judges, the search for the Lattes will be chosen and the sampling will be of the intentional type. The data obtained through the instrument will be compiled in the Statistical Package for the Social Sciences, version 22.0. The data, after being coded and tabulated, will be analyzed by means of descriptive statistics, calculating the content validity index, considering values above 0.8. **Expected results:** we intend to validate the content and appearance of an educational video aimed at adherence to the use of condoms by women. **Descriptors:** Nursing; Intervention Studies; HIV infections; Condoms; Women; Validation Studies.

RESUMO

Objetivo: validar o conteúdo de um recurso audiovisual para a influência da intenção do uso de preservativos. **Método:** trata-se de um estudo quantitativo, descritivo, metodológico. Realizar-se-á a validação por juízes com formação em Enfermagem, especialistas na temática, e por técnicos com *expertise* em comunicação. Optar-se-á, para a seleção dos juízes, pela busca desses na Plataforma Lattes e a amostragem será do tipo intencional. Compilar-se-ão os dados obtidos por meio do instrumento no programa *Statistical Package for the Social Sciences*, versão 22.0. Analisar-se-ão os dados, depois de codificados e tabulados, por meio da estatística descritiva, calculando o índice de validade de conteúdo, considerando valores acima de 0,8. **Resultados esperados:** pretende-se validar o conteúdo e a aparência de um vídeo educacional direcionado à adesão ao uso de preservativo por mulheres. **Descritores:** Enfermagem; Estudos de Intervenção; Infecções por HIV; Preservativos; Mulheres; Estudos de Validação.

RESUMEN

Objetivo: validar el contenido de un recurso audiovisual para la influencia de la intención del uso de condones. **Método:** se trata de un estudio cuantitativo, descriptivo, metodológico. Se realizará la validación por jueces con formación en Enfermería, especialistas en la temática, y por técnicos con experiencia en comunicación. Se optará, para la selección de los jueces, por la búsqueda de esos en la Plataforma Lattes y el muestreo será del tipo intencional. Se compilarán los datos obtenidos por medio del instrumento en el programa *Statistical Package for the Social Sciences*, versión 22.0. Se analizarán los datos, después de codificados y tabulados, por medio de la estadística descriptiva, calculando el índice de validez de contenido, considerando valores por encima de 0,8. **Resultados esperados:** se pretende validar el contenido y la apariencia de un vídeo educativo dirigido a la adhesión al uso del condón por mujeres. **Descritores:** Enfermería; Infecciones por HIV; Condón; Mujeres; Enfermería; Estudios de Validación.

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INTRODUCTION

Recent data from the United Nations Program on HIV/AIDS (UNAIDS), show that about one million women are infected per year¹. It is known that HIV has undergone transformations in its epidemiological profile, regarding the representation of men and women in the characterization of the epidemic, due to the feminization of this picture. It is reported that in 2016 there were 36.7 million individuals living with HIV, with 17.8 million being women over 15 years of age.²

The women's HIV/AIDS epidemic in Brazil was markedly affected, which contributed to the consequent increase in incidence. It is pointed out in studies that this finding is directly related to the vulnerability of women tied to gender inequality.³ It is led by the feminization of the epidemic, making women stand out in the panorama of the epidemic, the elaboration of health strategies implemented in Brazil with the purpose of reducing the transmission of the epidemic.⁴

It is believed that condom use is still the best alternative to protect against HIV infections. They are, through this finding, the reduction in the number of infected people and the control of the infected disease a reality increasingly difficult to reach.⁵ According to the World Health Organization (WHO), the non-use of the condom in the sexual act as a relevant risk factor for the transmission of STIs and HIV worldwide is made, making condom use essential in reducing the cycles of contamination. It is revealed that a large part of the intervention strategies worldwide are based on the principle that HIV/AIDS control and prevention must be achieved with the current and appropriate use of the condom.⁶

From this context, in an attempt to visualize human behavior in a specific situation, the Rational Action Theory (RAT), developed by Fishbein and Ajzen, in 1975. It is understood that the model is feasible when used to behaviors over which the individual exercises dominance. It is pointed out that, even if the man is the one who uses the condom during sexual intercourse and this is male behavior, this study intends to evaluate the intention to use the condom during the sexual act, so it would be up to the woman to request the use of the condom and refuse to have sexual intercourse if the use is not.⁷

From the identification of behavioral intention and its determinants, following RAT, persuasive communications were developed with the purpose of modifying beliefs and attitudes that positively influence the intention of women to use the condom as a preventive measure of diseases. In this way, the validation of persuasive communications will be used to induce behavior in

order to provide information on the use of condoms in sexual relations for the women participating in the next stage of this research, the objective that this population be influenced to appropriate a certain behavior.

It is inferred, however, that knowledge of the health strategies that are effective in influencing the use of condoms is precarious. In this context, persuasive communication is inserted as a significant intervention strategy in the social field and in health, and it can potentially influence norms, knowledge, attitude, individual beliefs and behaviors in different contexts.

OBJECTIVE

- Validate the content of an audiovisual resource for the influence of the intention to use condoms.

METHOD

This is a quantitative, descriptive, methodological study that proposes the validation of an educational video aimed at adherence to the use of condoms by women, when content validation and appearance will occur.

Validation will be carried out in three stages by judges with a background in Nursing, specialists in the subject, and by technicians with expertise in communication. For the selection of judges, inclusion criteria such as: qualification (specialists, masters and doctors) will be established, with a minimum of one year's experience in the area and having experience in the subject under discussion. It is detailed that only judges selected in accordance with the inclusion criteria based on the experience classification system adapted from the Fehring⁷ modelo model whose profile has an occurrence of at least five points.

For the selection of judges, the search for the Lattes will be chosen and the sampling will be of the intentional type. Judges will be recruited through initial contact, for which a letter of invitation will be sent to participate in the research, by electronic mail, containing the Free and Informed Consent Term (FICT) and the Instrument for Validation of Content and Appearance of the Observation Roadmap. In the e-mail that will be sent to the potential judges, a brief explanation of the research objectives will be presented, with an initial deadline of eight days for the return of the instrument.

The data obtained through the instrument will be compiled in the Statistical Package for Social Sciences (SPSS) program, version 22.0. The data, after coding and tabulation, shall be analyzed by means of descriptive statistics, calculating the index of content validity, considering values above 0.8.

The study will cover all the ethical and legal aspects established in Resolution 466/2012 of the National Health Council, and the major project for which this study is part was sent to the Research Ethics Committee - REC, from the Federal University of Paraíba, obtaining a favorable opinion under the CAAE 58597416.3.0000.

EXPECTED RESULTS

It is intended to validate the content and appearance of an educational video aimed at adhering to the use of condoms by women and, subsequently, their applicability in a subsequent stage of this research in order to modify beliefs and attitudes that positively influence the intention of women to use condoms as a preventive measure for diseases.

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