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Production of an educational video about the hypertension line of care in public health



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The hypertension line of care (HLC) contemplates the continual care and interconnects to the hypertension carriers on the health care system. Therefore, it is essential that the technical team have adherence to the line. Thus, health care managers proposed the production of an educational video (EV) about HLC for the professionals. The theoretical reference for the production of the EV about the HLC was the format of Fleming, Reynolds and Wallace. The EV production took place in June 2018 in the Rede Assistencial de Saúde Vila Maria and Vila Guilherme with institutional resources and the acquisition of the video software VideoScribe®. In pre-production, the script was written by two specialists, one in education and another in public health. It was based on the story of a fictional character, 64 years old Dona Joana, who after moving from her home has a headache and seeks the health service, initiating the investigation of hypertension. It is narrated her attendance in the center of specialty, in the hospital and her return to the basic unit of origin that accompanies her continuously. An experienced nurse, a reference to HLC, analyzed the script. The video production and audio recording were done. In post-production the EV was released, with 4:11, on Youtube® (<https://www.youtube.com/watch?v=ZwXV0RaY4mo>) with the option of automatic subtitles on a variety of languages, counting 600 views since the publication. It is possible to make an EV with few resources and contribute in a simple and effective way with the qualification of the professionals for the integral care of the patients with hypertension.

Biography

Aparecida Teruko is a Nurse graduated by the Universidade de São Paulo. Specialized at Hospital Management and Health Systems by Fundação Getúlio Vargas. She has worked in the development and organization of Social Organizations of Health (OSH) for the Secretary of Health of the State of São Paulo. In the OSH hospitals, she engaged with evaluation and supervision of assistential goals and quality standards. She also has experience in health care network implementation and integration of services. Today, she is a technical consultant for the OSH SPDM at Vila Maria Vila Guilherme microregion, responsible for the Hypertension and Diabetes Health Care Programm. She also takes part in the core group for information analysis and OSH SPDM Hospital affiliates oversight.

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Presenter Biography

Laura Azevedo is a Brazilian infectious diseases physician, completed her MSc of Public Health in Developing Countries at LSHTM and has recently started a PhD of economic evaluation of health interventions at University of São Paulo. She works as medical coordinator in an emergency care unit and as data analysis supporter for the regional health care network. There, she works for SPDM, a health organization responsible for the management of all health care units of this district in the outskirts of the biggest city in Brazil - São Paulo.

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