

VIDEO STRATEGY FOR PROMOTION OF KNOWLEDGE IN ENVIRONMENTAL HEALTH IN MOTHERHOOD

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The PIPA Project (Childhood and Environmental Pollutants Project) is a longitudinal study that develops research and extension activities with pregnant women and mothers assisted at the Maternity School of UFRJ. The PIPA pilot started in September 2017 and will complete the follow-up in August 2018. As part of the extension, PIPA designs educational actions aiming at empowerment of the population/community involved. The goal is to describe the activities carried out during the videos' construction about environmental exposition to metals, as a strategy in health education at the enrolment and the follow-up in PIPA.

Here are the three steps executed to create the videos: 1. Construction of a script using research data; 2. Script validation with the Toxicology and Public Health professors supervision; 3. Record and Edition. The content was elaborated by the students with the intention to share scientific knowledge regarding metal influence in human health. The structure of recording consists in time-lapse white board illustration and final edition adding locution. The media was transmitted in the waiting room and on the PIPA webpage. The duration is up to 2 minutes in accessible and updated language, in a .mp4 format video possible to be watched in screen or projector.

As the results achieved, 142 pregnant women had enrolled to participate in the study and they watched the first video about environmental exposition and the PIPA purpose. During the after-birth follow-up, the subjects had a waiting room moment when the videos about metal exposition were presented. The production will be available online to promote diffusion of knowledge in this field.

Over the exhibitions, it was showed that a great majority of the population reports doubts about possible toxicity of the metals contained in consumed products and in the inhabited micro-environment. The educational strategy of environmental health thematic videos allowed to provoke sensitivity and promote communication-information-reflection with this group, encouraging them to perceive their surroundings from the perspective presented and aiming to reduce unwanted exposures. The PIPA platform allows them to review and reflect in a proper time, besides reaching the general public that accesses the portal.