

# Speech Language Pathology and Audiology Promotes Women's Health in the Pink October

Fonoaudiologia promove saúde  
da mulher no Outubro Rosa

La Fonoaudiología promueve la salud  
de las mujeres en Octubre Rosa

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## **Abstract**

**Purpose:** to present an experience report about the “Beauty Corner” while promotion action of the women’s health. **Methods:** this action was carried out in October 2017 during the Pink October Campaign, in a Family Health Unit of a municipality in the interior of São Paulo. 16 interns from Community Speech Language Pathology and Audiology and the Supervisor responsible for the Internship carried out the action. 14 employees of the respective Unit and four women from the health territory participated. The interns spoke about anatomy, physiology and strategies to strengthen the facial muscles and promoted the beautification moment and facial esthetics. **Results:** the actions carried out in primary care allowed the promotion of female self-esteem and, consequently, the quality of life of working women of the FHU and users of the community in the coverage area. Mainly, it allowed Speech Language Pathology

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## **Authors' contributions:**

ENN: supported the planning of the action and the supervision of the activities performed, as well as the writing and revision of the proposal.

DM, GPJTS and MFA: participated in the planning and execution of the activities, as well as the writing and revision of the proposal

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and Audiology interns to carry out during their graduation health promotion actions integrated into the Health Care Networks, in accordance with the National Curricular Guidelines of Graduation, with the National Policy of Basic Attention, with the National Health Policy of the Worker and other public health policies. **Conclusion:** this report allowed us to present an experience of promoting the health of women performed by interns of Speech, Language Pathology and Audiology.

**Keywords:** Health Promotion; Women; Speech, Language and Hearing Sciences

### **Resumo**

**Objetivo:** apresentar um relato de experiência sobre o “Cantinho da Beleza” enquanto ação de promoção da saúde da mulher. **Métodos:** esta ação foi realizada em outubro de 2017, durante a Campanha Outubro Rosa, em uma Unidade de Saúde da Família de um município do interior paulista. Realizaram a ação 16 estagiárias de Fonoaudiologia Comunitária e a Supervisora responsável pelo Estágio. Participaram 14 funcionárias da respectiva Unidade e quatro mulheres do território de saúde. As estagiárias falaram sobre anatomia, fisiologia e estratégias para fortalecimento da musculatura facial e promoveram momento de embelezamento e de estética facial. **Resultados:** as ações realizadas na atenção primária permitiram a promoção da autoestima feminina e, conseqüentemente, da qualidade de vida das mulheres trabalhadoras da USF e usuárias da comunidade da área de abrangência. Sobretudo, permitiu que estagiárias de Fonoaudiologia realizassem durante a sua formação ações de promoção da saúde integradas às Redes de Atenção à Saúde, em consonância com as Diretrizes Curriculares Nacionais de Graduação, com a Política Nacional de Atenção Básica, com a Política Nacional de Saúde do Trabalhador e demais políticas públicas de saúde. **Conclusão:** este relato permitiu apresentar uma experiência de promoção da saúde da mulher realizada por estagiários de Fonoaudiologia.

**Palavras-chave:** Promoção da Saúde; Mulheres; Fonoaudiologia

### **Resumen**

**Objetivo:** Presentar un informe de experiencia sobre el “Cantinho da Beleza” como una acción para promover la salud de la mujer. **Métodos:** Esta acción se llevó a cabo en octubre de 2017, durante la Campaña Rose October, en una Unidad de Salud Familiar en una ciudad del interior de São Paulo. La acción fue realizada por 16 pasantes de terapia del habla comunitaria y el supervisor responsable de la pasantía. Participaron catorce empleados de la unidad respectiva y cuatro mujeres del área de salud. Los alumnos hablaron sobre anatomía, fisiología y estrategias para fortalecer los músculos faciales y promovieron el momento de embellecimiento y la estética facial. **Resultados:** las acciones realizadas en atención primaria permitieron la promoción de la autoestima femenina y, en consecuencia, la calidad de vida de las trabajadoras de la USF y las usuarias de la comunidad en el área cubierta. Sobre todo, permitió a los aprendices de Patología del habla y lenguaje llevar a cabo acciones de promoción de la salud integradas en las Redes de atención médica durante su capacitación, en línea con las Pautas nacionales del plan de estudios de posgrado, la Política nacional de atención primaria y la Política nacional de salud de Trabajadores y otras políticas de salud pública. **Conclusión:** este informe nos permitió presentar una experiencia de promoción de la salud de la mujer realizada por pasantes de Fonoaudiología.

**Palabras clave:** Promoción de la Salud; Mujeres; Fonoaudiología



## Introduction

The Network of Health Care (RAS) is mentioned in 1988 Federal Constitution and in the Organic Law of Health no. 8080/1990. This regulatory act refers that the actions and services of health integrate a regionalized and hierarchized network. This network of services and municipalities from the same region must promote an integral care of the population's health, including prevention actions, with the constant participation of the community in the whole process<sup>1-2</sup>.

The RAS is an organizational arrangement of actions and services of health which seek the integrality of care. All the points of attention of RAS are equally important; however, primary attention to health is coordinating of care and ordering of the network<sup>3</sup>.

In order to ensure universal and equitable access to the actions of promotion, protection and recovering, the Thematic Networks were created, namely, the five Networks of Health Care (RAS): Stork Network, Psychosocial Attention Network, Urgency and Emergency Network, Network of Personal Care for Disabled People, and Network of Health Care for People with Chronic Diseases<sup>4</sup>.

The Network of People with Chronic Diseases aims at offering services of treatment of cancer, especially breast and cervix cancer, because they are the most frequent causes of death of cancer among women in the world<sup>5</sup>. However, even before the installation of the disease, the preventive work can be done in the services of primary attention during the National Campaigns<sup>6</sup>.

The federal government has put effort in the Pink October Campaign with the aim of raising the population's awareness for the prevention of these diseases. This campaign has also the intention of making health professionals aware of the actions of promotion of healthy habits<sup>7</sup>.

The activities of self-esteem, for instance, are considered an important action of health promotion, being directly related to affective, social, and psychological conditions of the individuals, contributing to people's welfare and quality of life<sup>8</sup>. In this sense, Speech Therapy can contribute with actions on facial aesthetics<sup>9-10</sup>, discussing with the Family Health staff about possible strategies which could be held with the users in the territory.

In the Unified Health System, Speech Therapy is inserted in several services<sup>11</sup>. In basic attention,

while members of the Nucleus of Support to Family Health (NASF) can carry out workshops of language, voice, orofacial motricity, and home visits with the community health agents<sup>12</sup>. However, the speech therapist can also go beyond these propositions and advance in actions consistent to the Health Networks, especially in the Network of Health Care for People with Chronic Diseases, with actions of promotion of women's self-esteem.

Thus, the aim of this work is to present an experience report on the "Beauty Corner" as an action of women's health promotion during the Pink October Campaign.

## Methods

The actions were planned and performed by sixteen students of the third year of the Language and Hearing Sciences course of the original institution, during the Internship of Community Speech Therapy, with the support of the supervisor responsible for the Internship and of the health unit staff.

Women from the territory of a Team of Family Health (USF) where the Internship was being carried out were invited, being some of them indicated by the medical doctor of the USF due to the history of emotional vulnerability. Besides, the women who are members of the health staff were also invited, with the proposal of labor's health promotion.

The interns previously prepared personalized invitations and were intermediated by the community agents in order to deliver them at home, as well as spreading the word in the USF. The action was done on October 23 and 24, 2017, on Monday morning and Tuesday afternoon, during the Internship of Community Speech Therapy. In that month, the Pink October Campaign was being held in the entire Municipality.

For the action to be implemented, the interns searched for a partnership with the private sector (commerce), concerning donations of products used for the beauty moment, by means of a letter explaining the action and requesting the sponsorship. With the letter in hands, the interns went to some commercial businesses in the municipality of the study; however, there was no collaboration. Then, the interns mobilized and used in-house beauty products. There was also the participation of a professional make-up artist who willingly accepted to participate of the action on Monday morning; thus, besides the donation of work, the make-up



artist made available all the make-up material used in her professional activities.

The interns of Speech Therapy welcomed the participants in the collective activities room of the USF. Subsequently, exercises of orofacial motricity which prevent and minimize facial expression lines were carried out. At that moment, all the interns participated and demonstrated the following exercises: isometric of sucked tongue to the palate; retraction of closed lips; and stretching of forehead muscles. The participants did the myofunctional exercises together with the interns. The explanation of the importance of them to the prevention and softening of lines of expression was done<sup>7</sup>.

Subsequently, the make-up artist made professional make-up in all the participants, each one, thus promoting women's self-esteem and health. At the end, powdered milk candies were offered, which were made by the interns, in pink packages, celebrating the Pink October Campaign.

On the second day, other participants and workers of the USF were also welcomed by the interns of Speech Therapy in the collective activities room, in a get-together moment. All the participants could talk about facial aesthetics and interact, exchanging experiences about several aspects. Then the participants were gifted with complete make-up, hairdressing and nail lacquering, done by the interns themselves.

## Results

We observed that the activity promoted the self-esteem of the participants who are users of the service and of workers of the health unit. Some of them reported that they felt beautiful; others were more cheerful and talkative after the activity.

The reduction of stress is noticeable, both in women users of the health service and in workers. There was relaxation in both parts, because of the welcoming and extroverted way the action was carried out.

The activity developed in Pink October Campaign in USF also proportioned the integration between teaching and service, as it allowed the Speech Therapy students to experience the practice of health promotion in the context of basic health attention.

The presence of these workers of service in the action favored the health promotion of these women, considering the moment of beauty and,

consequently, the praises of the users who attended the health unit, those who used to see them daily.

Concomitantly to the action of health promotion of women's health, the users' children who were present could, during the activity, interact through ludic activities with the interns of Speech Therapy.

Another point observed was the increase of knowledge about facial aesthetics, as the participants performed the myofunctional exercises proposed and also discussed with the interns about their function and efficacy. In general, there was an increase in the knowledge about facial aesthetics and myofunctional exercises which could be done in any context, especially at home.

This experience report showed that the action carried out caused changes in the participants' vision of the preventive and health promotion role in the basic health unit, widening the possibility of action, besides the activities focused on assistance and cure of disease.

## Discussion

The discussion about facial aesthetics allowed applying the theoretical concepts showed in literature as, for instance, exercises for prevention of muscular flaccidity, wrinkles, and lines of expression<sup>9-10</sup>. The promotion of self-esteem is considered an important indicator of mental health, as it is directly related to affective, social, and psychological conditions of individuals, besides contributing also to the welfare and quality of life in general<sup>8</sup>. Actions like these are possible of being carried out by interns of courses in the area of health, including Speech Therapy, as this experience report demonstrated.

The sociability provided a greater connection between the interns of Speech Therapy, workers, and users of the service. The connection is established by conversations with content, that is, by exchanges which have some meaning for the individuals and families, namely, conversations with exchange and acquisition of knowledge, and not vertical imposition of healthy practices<sup>13</sup>.

The reduction of stress and the sociability were also observed in Criciúma, city of the state of Santa Catarina, in a new action of secondary prevention of breast and cervix cancer conducted with 20 workers of a private company. Besides the preventive action, activities of promotion of



healthy feeding habits and physical activities were carried out<sup>14</sup>.

During the process of academic training, it is essential that the students prepare an educational action, in partnership with health professionals, as the collaborative work leads to a pathway of success in the actions of education in health<sup>15</sup>. For the interns of Speech Therapy, this was certainly a moment of exchange of experiences with the professionals of the participant USF, searching for a partnership in action planning, preparation of the activity, evaluation of results obtained, and dissemination of the experience, as it was done in this work.

The experience reported here is similar to an action carried out by the Division of Continuous Education and Cancer Prevention of the hospital Ophir Loyola, in Belém-PA, in October, 2014. The study showed the importance of the precocious detection through actions focused on primary prevention and education in health, in a partnership between teaching and health. The students could act in a multi-professional way and build learning centered on practices of health promotion and prevention of diseases<sup>16</sup>.

As it concerns to the multi-professional action, the actions performed with the participation of interns allowed a rapprochement between the teaching institution and the service, promoting an integral attention to the individuals participating in the action. An experience of the tutorial group Cervix and Breast Cancer (CCUM) of PET-Health/ Networks in the Pink October Campaign in family health units in the city of João Pessoa and Cabedelo (PB) also showed an action of 12 students of the courses of Nursing, Nutrition, Odontology, Medicine, Social Service, Occupational Therapy, Pharmacy, Physiotherapy, Psychology. The students, followed by two tutors, went through the health units in Cabedelo and contributed to the actions of tracking and precocious detection of breast and cervix cancer proposed by the municipalities<sup>17</sup>.

Certainly the multi-professional action strengthened the role of Language and Hearing Sciences as a profession of the Widened Nucleus of Family Health and Basic Attention (NASF-AB), envisaged in the National Policy of Basic Attention<sup>18</sup>, allowing to widen the coverage and scope of the actions of Speech Therapy in Family Health<sup>18</sup>. As a constituent profession of NASF, Speech Therapy can be integrated to the different areas of knowledge,

prioritizing the necessities of the territory and the availability of professionals of the minimal staff of health. It is in this space that the opportunity of a multi-professional and intersectoral action for the promotion of health and prevention of grievances arises<sup>19-20</sup>.

The role of the speech therapist in this context of basic attention must be generalist, namely, observe and evaluate speech therapy issues of greater impact in the community and create actions of prevention with the aim of fostering a better quality of life to the population. Besides the generalized view, the speech therapist must work in a team with other professionals in a multidisciplinary and intersectoral way, perform the area diagnosis, and work with the professionals included in the team<sup>20-21</sup>.

Thus, there is a challenge in preparing the academic training for this conjuncture, once historically the health professionals are not prepared to work in complex life conditions which demand interdisciplinary action<sup>20-21</sup>. Studies highlight the difficulty of the professionals in understanding and configuring their work inside a multidisciplinary team, namely, thinking of the action integrated to the other professionals<sup>21</sup>.

Based on this, we can view the importance of the elaboration of action plans that widen the quality of the multidisciplinary action inside the team of NASF, especially with the other interns of Occupational Therapy, Medicine, and other areas which perform their teaching practices in the health units.

We know that the production of the processes of health care have been going through a series of inflections, demanding from the professionals the incorporation of knowledge about the work in health and the development of new competences and skills, among which we highlight the ability of team work and creating and running therapeutic projects based on the concepts of widened clinic and matrix support<sup>23</sup>.

The experience presented in this work is also an action of matrix support together with the Family Health team. By matrix support we understand organizational arrangements which aim at decreasing the fragmentation of work processes which result from the increasing specialization of the areas of care, rendering the construction of relational moments where the exchange of knowledge between the professionals of different areas is established<sup>24</sup>. This process contributes to the organization of a





line of continuous care, breaking the fragmentation of care, which undermines the integrality of the attention<sup>25</sup>.

Concerning the actions of health promotion at work, there are difficulties for their implementation, often due to the fact that the issues related to these professionals are treated as secondary<sup>26</sup>. However, this experience showed benefits in promoting the health of workers after the implementation of the activity, such as: high self-esteem, improvement in mood, and more willingness to continue their daily activities.

The playful moment in the unit between interns and children contributed to the promotion of childhood health, as playing games helps developing children's social, emotional, and behavioral skills, as well as decreases their levels of fear and anxiety, and increases their communication skills<sup>27</sup>.

This study allows strengthening the actions of health promotion, similar to other study carried out with users in health units. Such actions go beyond the logic of dealing with diseases already installed, inserting in the field of health promotion and prevention, and, thus, breaking with the curativist and biologicist model<sup>28</sup>.

## Final considerations

This experience report demonstrated the viability of students of Language and Hearing Sciences perform actions of disease prevention and health promotion integrated to the staff of Family Health and the principles of SUS.

By means of the results obtained, it is suggestive the execution of other campaigns, such as, for instance, the Golden August (promotion of breastfeeding), Purple September (prevention of Alzheimer), and Blue November (promotion of men's health).

These activities can be strengthened with the participation of other health professionals and students of other courses in the area of health.

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