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**Abstracts**

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**MEDIA APPROACHING BEHAVIORS IN NURSING: A DESCRIPTIVE STUDY**Rodrigo Cardoso<sup>1</sup>, João Graveto<sup>2</sup>, Fernando Zamith<sup>3</sup><sup>1</sup>*Instituto de Ciências Biomédicas Abel Salazar. Universidade do Porto; Escola Superior de Enfermagem do Porto. Porto, Portugal*<sup>2</sup>*Escola Superior de Enfermagem de Coimbra. Coimbra, Portugal*<sup>3</sup>*Faculdade de Letras. Universidade do Porto. Porto, Portugal*

**Introduction:** Nurses are among the most important healthcare providers, as they are responsible for caring for sick and vulnerable people, and promoting the independence of patients. These professionals have difficulties in talking to journalists and to be quoted as sources in health-related news. If nurses maintain a low visibility in the news media, that will influence resource allocation, public trust and the staff recruitment. Knowledge on media approaching behaviors (MAB's) by nurses is expected to contribute to the creation of educational programs that aim the media literacy.

**Objective:** To describe MAB frequencies in Portuguese nurses.

**Methods:** Between October and November of 2013, 529 nurses have completed an online questionnaire composed by two sections: 13 socio-demographical questions and MAB's survey. The latest is an instrument composed by 27 type-Lickert items, ranging from never to always (0-4). Each item evaluates the frequency of a particular MAB.

**Results:** The majority of the respondents are female (79%), have a license degree (76%) and are bedside nurses (69%). The answers "never" and "rarely" got combined scores that ranged from 69% to 99%. The most frequent MAB was "sharing nursing events information with communication professionals" and the less frequent was "developing content to and participating in radio shows".

**Conclusions:** Portuguese nurses revealed very low MAB's frequencies. In addition, they do not interact with the media very often, which is suggested to affect nursing visibility. Further research on MAB's and the development of educational programs on media literacy could help bring nursing to the public.

**Descriptors:** Nursing. Mass Media. Media Literacy. Media Visibility. Communication Skills.

<sup>a</sup> rcardoso50@gmail.com<sup>b</sup> jgraveto@esenfc.pt<sup>c</sup> zamith@gmail.com

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**OPIOID SUBSTITUTION PROGRAMS IN PORTUGAL: UNDERSTANDING THE DECISION MAKING PROCESS**Soraia Teles<sup>a</sup>, Helena Moura<sup>b</sup>, Pedro Machado<sup>c</sup>, Joana Vilares<sup>d</sup>, Cristiana Pires<sup>e</sup>, Marta Pinto<sup>f</sup>*Agência Piaget para o Desenvolvimento. Instituto Piaget. Portugal*

**Introduction:** Similarly to other European countries, Portugal offers a heterogeneity of therapeutic modalities directed at people who use drugs, being the most currently used the programs with opioid agonists. This diversity provides the opportunity for professionals and patients analyse and select together the most viable treatment.

**Objective:** This research proposal stems from the desire to understand the decision making processes concerning the integration of drug users in Opioid Substitution Programs (OSP). It aims to comprehend the relative weight of each intervener within it and, particularly, patient's involvement in the decision and the investment made in previously building his/her capacity to decide. The patient's knowledge about the available treatment options (using different substitution substances), as well the access to the most suitable one, will also be object of analysis.

**Methods:** In order to assess the perspectives of the professional and the patient on these topics, the study articulates qualitative and quantitative methodologies using questionnaires (N=200 professionals; 200 patients), focal points (N=5 from each group) and interviews (N=15 from each group). Those eligible to participate are patients integrated in OSPs in State schemes for drug addiction, and professionals responsible for the prescription.

**Results and Conclusions:** Data are now being collected and the main source, for now, is the universe of people who use drugs. By the time of the conference it will be possible to present the patient's views on access to treatment and his/her participation in the decision making process. It will also be possible to provide information on health literacy levels found.

**Descriptors:** Health literacy. Opioid Substitution Programs (OSP). Decision making process.

<sup>a</sup> soraia.teles@apdes.pt<sup>b</sup> helena.moura@apdes.pt<sup>c</sup> pedro.machado@apdes.pt<sup>d</sup> cristiana.pires@apdes.pt<sup>e</sup> joana.vilares@apdes.pt<sup>f</sup> marta.pinto@apdes.pt