

DEVELOPMENT OF AN ACTION PLAN FOR HEALTH PROMOTION AMONG YOUNG PEOPLE AND ADOLESCENTS IN PRIMARY HEALTH CARE



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ABSTRACT

Introduction: Adolescence can represent a phase of vulnerability, due to the numerous changes in this stage, exposing adolescents to risky behaviors. Among these risks are smoking, teenage pregnancy, and mental disorders. Thus, it is necessary to develop more effective health promotion strategies aimed at this public, and primary health care is an ideal scenario for this development, due to the possibility of creating strong bonds between communities and health professionals at this level of care. **Objective:** To structure an action plan for health promotion among young people and adolescents in primary health care. **Material and Methods:** This is a research that involves the elaboration of an integrative review, the development of a soft technology, the production of an action and intervention plan in a community of adolescents and young people in Apucarana, in the north of Paraná. **Results:** The results found in the integrative review helped to support the realization of the workshop "Eu Me Cuido!". Based on conversation circles with the health unit team, strategies were defined for the organization and planning of a workshop for health promotion among young people in the community, focusing on smoking, family planning and mental health. In addition, an Instagram account (@eumecuido.sa) was created to continue the dissemination of content. **Final considerations:** The involvement of young people and adolescents in actions aimed at changing behaviors in the long term, the greater engagement of the population with the actions of the community and the greater approximation of the health unit with its public demonstrate that the objectives proposed for this study were achieved.

Keywords: Health Promotion. Tobacco Control. Adolescent Health. Primary Health Care.

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INTRODUCTION

Primary Health Care (PHC) represents the initial level of health care in the Unified Health System (SUS) (BRASIL, 2019). In this sense, PHC has different attributions, both in the individual and collective aspects, which range from diagnosis, treatment and control actions, to health protection, prevention and promotion activities (BRASIL, 2019).

Health promotion, based on the concept of the Ottawa Charter (1986), consists of enabling individuals to be able to recognize and change the necessary conditions in their environment, in order to improve their health and quality of life (WHO, 2012). Thus, health education appears as a transformative bet for the ~~effective realization~~ of health promotion (SONAGLIO *et al.*, 2019).

Among the strategies used for health education, educational activities aimed at risk behaviors and habits that can be changed can be highlighted (SALCI *et al.*, 2013). In this sense, it is reinforced that the professional's appreciation and respect for the knowledge and previous experiences of individuals during the performance of collective practices can contribute to knowledge that effectively generates behavioral changes (FITTIPALDI; O'DWYER; HENRIQUES, 2023).

Thus, it is important that the professionals involved in these activities focus on the reality experienced by the individual, seeking to understand their family and social context. In this aspect, PHC, and more specifically the Family Health Strategy (FHS), given the proximity of its performance to the community, represents an ideal scenario for the implementation of education actions in the health area (SALCI *et al.*, 2013).

As an important target audience for health education actions, it is possible to mention adolescents. Adolescence can represent a period of fragility, due to the numerous changes in this stage, such as physical, sexual, psychological, and social (SOARES, 2016). Thus, young people become more susceptible to harmful behaviors, such as sedentary lifestyle, poor diet, consumption of alcohol and other drugs, and tobacco use (VIEIRA *et al.*, 2008), exposing young people and adolescents to possible harm resulting from these behaviors.

The Eighth Report of the World Health Organization (WHO) on the global tobacco epidemic warns of the deleterious consequences of the use of nicotine products by young people, given the possible damage caused by this substance to brain development, which can generate learning and anxiety disorders, in addition to increased vulnerability to other diseases related to smoking, such as cancer and hypertension. Also in the report, the

WHO warns of the beginning, in 2021, of an epidemic of use of electronic nicotine delivery devices/systems, the most common being electronic cigarettes, also known as "e-cigarettes", "vapes" or "vape pens". It is estimated that young people who use these devices are two to three times more likely to evolve to the use of conventional tobacco products later (WHO, 2021).

In addition to smoking, it is important to highlight another health problem to which adolescents are exposed: teenage pregnancy. While the global rate of teenage pregnancy is 46 births per thousand girls aged 15 to 19, in Brazil this rate is 68.4 per thousand girls (NAÇÕES UNIDAS BRASIL, 2018). Pregnancy in this population can be considered a public health problem, as it poses risks to the mother, such as complications in childbirth, and to the newborn, such as prematurity (YAZLLE, 2006).

Pregnancy is the first cause of hospitalizations in adolescents between the ages of 10 and 19 years in the SUS, while the second cause of hospitalizations, in this same group, corresponds to external causes, such as suicide attempts. Teenage pregnancy, in addition to being associated with a high suicide risk, is also associated with a higher incidence of depression (FREITAS; BOTEAGA, 2022). However, the rates of mental disorders are not only high in cases of adolescent pregnancy, but also in the rest of girls and boys in this age group, since the prevalence of anxiety symptoms reaches 65.6% and depressive symptoms reach 55.8% in adolescents between 14 and 18 years of age (BORGES; NAKAMURA; ANDAKI, 2023).

Therefore, in addition to adolescents being the target audience of health education actions, the importance of their involvement in the planning of public health policies is highlighted, which enables the participation of this public in confronting inequalities and in the multiplication of forms of self-care, favoring and guaranteeing spaces for youth expression (SMS/RJ, 2016). Participation is a central aspect in health promotion as a formative exercise, being a space in which young people have the opportunity to find their style, becoming the author of their existential path (GUIMARÃES; LIMA, 2011). The participation of young people and adolescents in health promotion also enables privileged access to information about the functioning of the SUS and health units and about the rights of young people and adolescents, in addition to obtaining clarification about health diseases and conditions (CASTELLO BRANCO et al., 2015), such as sexually transmitted infections, smoking and mental disorders.

The objective of this article is to structure an action plan for health promotion among young people and adolescents in primary health care.

MATERIAL AND METHODS

TYPE OF STUDY

To achieve the main objective of this study, the qualitative approach was chosen, since this approach seeks to understand the social environment of people in the environment in which they live, through a subjective relationship between researcher and phenomenon studied (CORREA, OLIVEIRA, OLIVEIRA. 2021). To this end, this study consists of an action research, which can be considered an unfolding of qualitative research and enables the interaction between subjects in the construction of knowledge, stimulating reflection and action itself on the reality studied. The action emerges from a collective question, in which the researchers and the participants of the reality to be investigated are inserted, in a cooperative and participatory way (BALDISSERA, 2001).

CHARACTERIZATION OF THE STUDY SETTING/LOCATION

The present study was carried out in the municipality of Apucarana, in the north of Paraná, which has a total population of 120,919 inhabitants, according to IBGE projections in 2,010, with 114,099 inhabitants (94.36%) living in the urban area and 6,820 (5.64%) living in the rural area. Given this, Apucarana can be characterized as a city with a predominantly urban population concentrated in peripheral neighborhoods (DATAPEDIA, 2023; APUCARANA PR, 2022).

The Family Health Units (USF) are the gateways to the SUS. These units are composed of multidisciplinary teams made up of doctors, nurses, dentists, nutritionists, physiotherapists, psychologists, physical educators, nursing technicians, administrative assistants, community health agents, endemic disease control agents and multiprofessional residents. Primary care coverage in the municipality of Apucarana is 100%, with 43 Family Health Teams (ESF), 25 Oral Health Teams (ESB) and 4 Health Support Centers (NASF).

The Eunice Penharbel family health unit was the setting where the project was developed. It is located in the municipality of Apucarana and covers several peripheral neighborhoods, such as Residencial Sumatra 1 and 2, Jaçanã 1 and 2, Residencial Santiago, Bairro Colonial, Vila Santos Dummont, Bairro Cerejeira, among others. The unit

is located in a territory that has a predominantly young population, with a high rate of vulnerability, low socioeconomic level and with a high rate of smoking and use of its derivatives, starting at a young age, between 10-13 years old, in the family and social environment of the community. (DATAPEDIA, 2023; APUCARANA PR, 2022).

The present research was composed of four phases, namely: 1. Exploratory phase, 2. Planning phase, 3. Action phase, 4. Evaluation phase.

PHASES OF THE RESEARCH

Exploratory phase

This phase concerns the diagnosis of the situation and the needs of the actors (adolescents), the formation of teams involving researchers and the target population, and the search for evidence in the literature, aiming to provide an approximation of reality.

In this phase of the research, the researchers followed two concomitant forms: 1. Integrative literature review and 2. Conversation circles.

Integrative Review

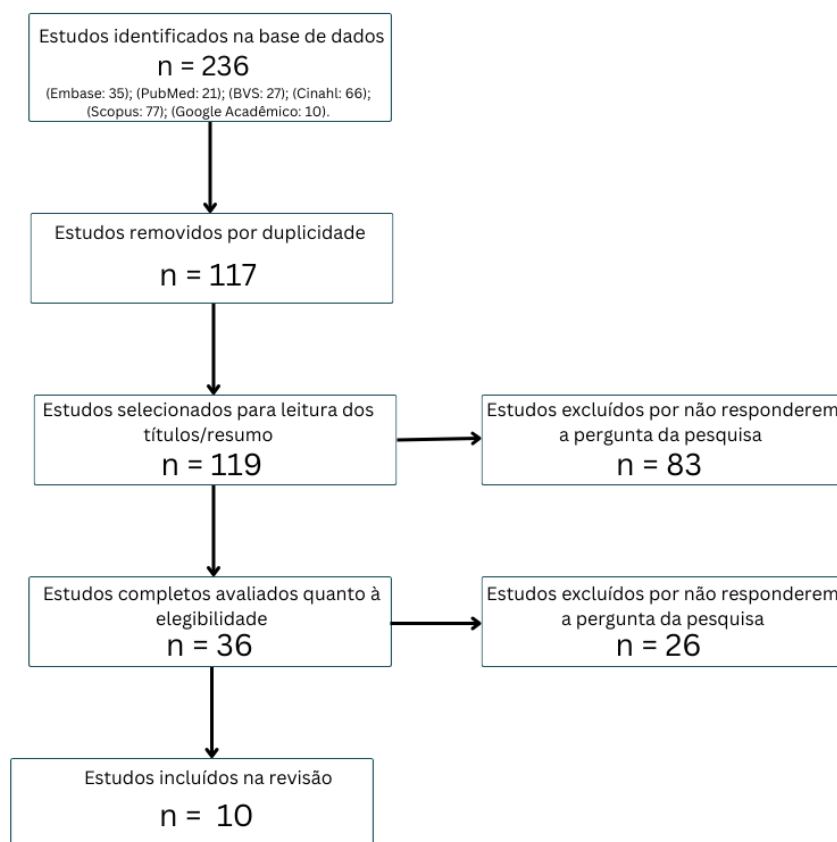
The integrative literature review consists of the construction of a broad analysis of the literature, thus contributing to discussions about the methods and results of the research. The purpose is to gain an understanding of a given phenomenon based on previous studies. The synthesis of knowledge and studies that will be included in the review reduces uncertainties about practical recommendations, allowing precise generalizations about the phenomenon, based on the available information, facilitating decision-making regarding the interventions that will be carried out. In this way, a more effective intervention with better cost/benefit is possible (MENDES; SCOTT; GALVÃO, 2008).

In order to formulate the research question that guided the integrative review, the PICO strategy was used (P: Population; I: phenomenon and Interest; CO: context) (PETERS, 2015). The following were then considered: P: young people or adolescents; I: smoking; and OC: Primary Health Care (PHC). Thus, the following research question was defined: *What evidence is available in the literature on combating smoking among young people and adolescents in PHC?* In view of the scarcity of articles found in the databases with the context of PHC, it was decided to expand the search, with the removal of the context.

To search the literature, the authors defined the following descriptors and their combinations in English: ('tobacco control' OR 'smoking control' OR 'smoking control policy' OR 'tobacco control policy' OR 'prevention and control' OR 'prevention and control') AND ('adolescent' OR 'teenager'). The databases used were Embase, PubMed, Virtual Health Library (VHL), Cinahl and Scopus. In addition, the inclusion criteria for the studies were defined: articles published in Portuguese, English and/or Spanish; articles in full that portray the theme related to the integrative review question and articles published and indexed in the aforementioned databases in the period from 2009 to 2023. In addition, the authors used gray literature articles related to the theme, which were not identified in the initial search, located in Google Scholar.

Initially, duplicate articles were identified and excluded, and then the titles of the articles were evaluated. After defining the excluded articles, the abstracts were read in order to verify whether the chosen articles answered the research question and met the established inclusion criteria. After the studies were evaluated and excluded by reading the abstracts, the texts were read in full, in order to avoid selection bias. In order to demonstrate the process of searching and selecting articles, the *Preferred Reporting Items for Systematic Reviews and Meta-Analyses* (PRISMA) flowchart (PAGE et al., 2021) was used, as shown in Figure 1.

Figure 1 - flowchart of the process of search and selection of articles according to the prism model



SOURCE: The authors (2024).

The authors proceeded with the interpretation of the results, identifying the proposals and recommendations. The main objective of this study was to extract from the articles the predominant perceptions of young people about the use of tobacco products and the main strategies that could be used to promote health among this public.

Finally, the researchers organized the information from the review and it served as a basis for planning the methodology of the workshops carried out in the context of health promotion in the face of the use of tobacco and its derivatives in the context of PHC, in the school environment and in the community of the territory.

Conversation circles

Conversation circles are a form of teaching-learning, which have been widely used in academic circles, enabling the participation of different actors around debates on a given topic. These circles are part of the education and health strategies in PHC and enable the exchange of experiences among the subjects who participate in them, establishing a joint

construction of knowledge and allowing, finally, the formation of reflections. There is also appreciation of all the speeches and contributions of the actors (SILVA, 2014).

In the present study, two conversation circles were held with the team of the Eunice Penharbel health unit, in the city of Apucarana - PR. The objectives of the conversation circles consisted of analyzing the situation of the population served by the unit in relation to smoking, as well as defining which strategies could be used to carry out an action in the UBS community with the purpose of stimulating the prevention and cessation of smoking among young people.

In the first conversation circle, held on July 13, 2023, three undergraduate psychology interns from the Apucarana college, three community health agents, two nursing technicians, two nurses and a family doctor participated. The second conversation circle, held on July 20, 2023, was attended by, in addition to the family doctor and the undergraduate psychology interns, two family and community medicine residents. Both rounds took place at UBS Eunice Penharbel.

Even with the theme "Tobacco" as an initial proposal, the extraction of other topics of interest was allowed in the conversation circle, aiming to ensure the engagement of young people in the workshop and in the continuity of the work.

Planning phase

The objective of this phase was to awaken a critical reflection on the facts researched and compiled in the integrative literature review and in the conversation circles, as well as on active learning methods. Based on this, it was possible to plan health promotion actions, whose approach involved the use of tobacco and its derivatives, family planning and self-care for the population of adolescents and young people in the context of PHC.

Action Phase

In this phase, a schedule was defined for the dissemination and execution of the actions. During the week leading up to the event, there was dissemination on social media and posters about the event were placed at the entrance of nearby schools and at bus stops. In addition, the team of community health agents carried out the dissemination throughout the territory itself.

The event, which consisted of a workshop for health promotion, took place on September 16, 2023, at the Eunice Penharbel health unit, in the city of Apucarana - PR, with the participation of the UBS team and part of the community. In addition, from the workshop, a series of posts were made on the Instagram account entitled "@eumecuido.sa", with the aim of disseminating health promotion topics.

Evaluation phase

This is the final stage of the action research process, which has two main objectives: to verify the results of the actions in the organizational context of the research, and their consequences in the short and medium term, and to extract useful lessons to continue the experience, making it possible to replicate it in future studies.

ETHICAL ASPECTS

Resolution No. 510, of April 17, 2016, states in its article 1 that "Sole paragraph. The following will not be recorded or evaluated by the CEP CONEP system: VII - research that aims at the theoretical deepening of situations that emerge spontaneously and contingently in professional practice, as long as they do not reveal data that can identify the subject" (BRASIL, 2016). Thus, the present study was not submitted to the Research Ethics Committee of the Health Sciences Sector of the Federal University of Paraná. The activities developed in the health unit are part of health promotion actions, that is, they are attributes of the family health team in PHC.

The authorization of the data to be used in this research was validated by a letter of consent from the municipal health department of Apucarana/PR.

RESULTS AND DISCUSSION

RESULTS OF THE EXPLORATORY PHASE

The results of the exploratory phase include the integrative literature review and conversation circles.

Integrative literature review

For the development of the integrative review on health promotion practices among adolescents, a search was carried out in different databases, which resulted in 236 (two hundred and thirty-six) studies. After the removal of articles due to duplicity, 119 (one

hundred and nineteen) studies were selected for the reading of titles/abstracts. Of these, 36 (thirty-six) were read in full by the review team and 10 (ten) were included in the review.

From the reading of the 10 (ten) articles selected to compose the *corpus* of the review, a table with the main results was prepared (TABLE 1). It is important to emphasize that the integrative review aroused interest in structuring effective actions in the population of adolescents and young people.

Table 1 - studies that composed the *corpus* of the integrative review (continued)

Author/Year	Objective	Adolescents' perceptions of tobacco use	Health promotion strategies
Brewer et al., 2012	To identify adolescents' perceptions of anti-tobacco initiatives to determine which campaigns, strategies, and educational approaches were most effective in preventing tobacco use among young people.	Motivators for smoking initiation: peer pressure, rebellion against parents and teachers, stress reduction.	Use of anti-smoking messages with "appeal to fear", demonstrating the suffering generated by prolonged tobacco consumption. Conducting anti-smoking programs with "peer education," in which students teach students about the harms of smoking.
Baffuno et al., 2019	To analyse the effectiveness of the main smoking prevention campaigns carried out in Europe.		Development of activities in the social context of the target population. Social skills approach; reinforcement of the advantages of not smoking and the harms of smoking. Carrying out interactive activities and using cell phone applications.
Zawahir et al., 2012	To examine the association between exposure to anti-smoking educational and media messages with knowledge of the health effects of smoking and susceptibility to smoking among adolescents. In addition, explore the possible moderating effect of gender and country.		Encouragement of anti-smoking programs in schools.
Kim et al., 2020	To show how the school environment is associated with the smoking behavior of adolescents and how the effects of programs and norms are different between genders		Anti-smoking programs. Anti-smoking rules at school level.
Karletsos et al., 2020.	To examine the effectiveness of anti-smoking messages in positively changing perceptions of smoking-related risks.		Anti-tobacco campaigns in mass media. Conversations between colleagues.
Neves et al., 2018.	Implement a program to prevent and combat smoking, discussing the problem of drugs, focusing on tobacco use and contributing to the exchange of knowledge and prevention of smoking in the school environment.		Educational activities. Holding conversation circles. Playful activities for children.

Malta et al., 2022.	To describe the prevalence of smoking indicators among Brazilian schoolchildren according to sociodemographic characteristics in 2019 and to compare the prevalence between 2015 and 2019	Higher prevalence of smoking in males aged 16 to 17 years. Peer pressure. Smoking parents. Higher prevalence in public schools. Industry pressure.	
Sousa et al., 2022.	To identify the actions developed by the Tobacco Control Program in Primary Health Care.		Intersectoral articulation activities in a school context.
Littlecott et al., 2023.	Focus on the contexts of smoking normalization to address the influence on smoking among adolescents, how this varies over time according to the implementation of smoke-free legislation, according to the socioeconomic and educational status of the individual.	Motivators for smoking initiation: search for gender equality, peer pressure, image of tobacco as a social tool, parental modeling, lower socioeconomic status.	
Souza et al., 2021	To report the educational actions carried out with adolescent schoolchildren on the harmful effects of smoking and the importance of not initiating and, when appropriate, quitting the habit of smoking		Presentation of video lessons on health promotion topics. Use of mobile applications. Realization of Health Education activities in the school environment by students in the health area.

SOURCE: The authors (2024)

Regarding the perceptions of young people about the use of tobacco products, extracted from the 10 (ten) articles that made up the integrative review, it is necessary to highlight the three factors that favor smoking initiation that were most evident in the articles: peer pressure, the presence of smoking parents, and lower socioeconomic conditions.

These results are consistent with what was found in a study by Abreu and Caiaffa (2011), based on data from 17 Brazilian state capitals and the Federal District: young people whose most friends smoked and their boyfriend/girlfriend smoked were more likely to smoke. A possible explanation may be the greater importance that friends come to exercise during adolescence, a period of identity constitution and search for independence. Thus, adolescents can initiate the use of tobacco, alcohol and other drugs, in a similar way to their peers, in order to be accepted by them (VIEIRA *et al.*, 2008).

Regarding the role of the family, the same study demonstrated, in a similar way, that young people with siblings, father and mother who smoked were more likely to smoke, in line with the results of the integrative review presented above. In this sense, the family unit can be evaluated as the main source of transmission of a genetic, social and cultural basis capable of influencing behaviors (ABREU; CAIAFFA, 2011). Therefore, the observation at

home, during growth, of smoking parents generates the perception that this behavior is natural, which can induce the use (TEIXEIRA; GUIMARÃES; ECHER, 2017).

Regarding the fact that lower socioeconomic conditions are related to smoking initiation among young people, similar results were obtained in a cross-sectional study by Barreto, Figueiredo, and Giatti (2013). This analyzed socioeconomic inequalities and smoking based on data from a sample of Brazilian adolescents, and demonstrated that socioeconomic differences in the percentage of smokers appear at an early age, and that they are related to school repetition and dropout, so that these young people would possibly have less knowledge about the consequences of smoking.

In the case of health promotion strategies in the context of smoking, three strategies that were most evidenced in the 10 (ten) articles can be highlighted: the development of playful and interactive activities, both in the social and school contexts; the implementation of anti-smoking programs in the school context and the use of cell phone applications.

In agreement with these results, research by Breinbauer and Maddaleno (2005) demonstrates that knowledge of the short and long-term consequences of tobacco use, the development of the ability to refuse/say no is the exercise of the capacity for critical analysis in the face of tobacco exposure by the most diverse means of communication, among others, are resistance skills to deal with tobacco exposure to be developed in school health promotion interventions.

Finally, in relation to the use of the internet, the effectiveness of this medium for the development of drug prevention strategies may be related to a lower cost and greater benefit, since it requires little training, can reach high levels of standardization and fidelity, and is easily disseminated through adolescents (SALLES *et al.*, 2016).

Conversation circles

In the context of the health area, the conversation circle can be considered a methodological strategy for health promotion actions, representing a space for sharing and developing knowledge, which allows the empowerment and resignification of professional values and practices. In this sense, in addition to acting as an instrument for data collection and validation, it works as an intervention strategy (ADAMY *et al.*, 2018).

In the first conversation circle, on July 13, 2023, several relevant points were put up for discussion, allowing the participation of the entire team. It was agreed on the realization of the activity, as well as presented to the team the differential diagnosis of the territory.

Subsequently, a round of discussions was initiated regarding the topics that the team believed to be relevant to the community. In this sense, different weaknesses of the community were raised: it was identified that smoking was a weakness among adolescents, but not the only one; Family planning could be considered a complicated situation, as the unit has a considerable number of unplanned pregnancies in adolescence and the existence of different cases of mental disorders and suicide attempts in the population was pointed out.

The second conversation circle, with the participation of the group of residents, took place on July 20, 2023. In this roundtable, it was decided which team would be responsible for a certain theme, in addition to the forms of presentation to be used and the activities to be carried out.

RESULTS PLANNING PHASE

Initially, it was thought to carry out an action that addressed only the use of tobacco and its derivatives. However, during the conversation circles, the proposal to address other topics besides smoking was discussed, considering the epidemiology of the population served and the demand of some community health agents. Based on this, the inclusion of the following themes was discussed: family planning, sexually transmitted diseases, self-care and mental health, in order to take advantage of the opportunity of the community meeting to promote health in different aspects. In addition, another point raised was the lack of activities in the territory aimed at groups of young people that would allow them to carry out physical activities and exercise leisure.

For the elaboration of health actions, it is essential that there is a planning process. Among the various ways to obtain data to support health planning, we can mention the survey of demand through verification with the population itself, which can occur through methodologies such as the conversation circle (MACHADO *et al.*, 2015). In the case of the planning of the workshop, the information provided by the community health agents allowed the delimitation of the most appropriate themes to be addressed in the workshop.

It was also proposed to place "question boxes" at the entrance of the health unit, so that the community could deposit their questions, anonymously, before the activities and the workshop. Anonymity was used to prevent possible embarrassment from preventing the young people from elucidating their doubts. The presence of the "question boxes" did

not exclude the asking of questions at the time of the workshop, so that it was defined that voluntary participation should always be encouraged in the activities.

As a result of the conversation circles with the unit's team, finally, three axes of themes for action at the UBS were defined: tobacco use and new devices, such as electronic cigarettes, family planning and mental health. It was also established that the activities developed would be dance classes, stretching activities, rhyme battles and graffiti workshops, in addition to lectures on the themes, using images and videos, given by the residents and the unit's family and community doctor.

Regarding the impact of family planning, it is noted that among the causes for teenage pregnancy are the lack of information and the lack of awareness of young people about sexuality and their reproductive and sexual rights. Based on this, it is clear that health education is an important factor in preventing pregnancy in this period of life, as it allows the use of contraceptives and the risks of sexually transmitted infections in condomless relationships to be addressed (SBP, 2020). It is important to develop health promotion actions that address this theme since, in the family environment, most families do not like to talk about the subject, do not expect this to happen at home and suffer an intense emotional impact from the news (PARIZ; MENGARDA; FRIZZO, 2012). In addition, it is important to reinforce that Family Planning is guaranteed by law for all citizens, which guarantees equal access to information, means and methods for the regulation of fertility (BRASIL, 1996).

Regarding mental health, the prevalence rate of mental disorders tends to increase with age, with the average prevalence among preschool children being 10.2% and among adolescents, 16.5% (THIENGO; CAVALCANTE; LOVISI, 2014). The guarantee of the constitutional right to health includes mental health care, and it is the duty of the State to offer decent health care conditions for the entire population (BRASIL, [n.d.]).

The event was publicized through social media, such as Facebook and Instagram, through the participation of health unit employees and survey participants, through the website of the city of Apucarana and through conversations with the population. The motivational process for participation stimulated by the health service itself is extremely relevant, in the sense of effecting the community's interest in health issues and building communication bridges that bring professionals and users closer to the demands of the territory (BUZIUQUA *et. al.*, 2023).

RESULTS OF THE ACTION PHASE

The workshop entitled "I take care of myself!", lasted approximately 8 hours, taking place on a Saturday, September 16, 2023, from 8 am to 4 pm, in the community environment and at the Eunice Penharbel health unit, Apucarana-PR.

The meeting featured several dynamics and moments of health promotion activities, conversation circles and playful activities. The number of participants was not precisely counted, but it is estimated that 20 young people from the community and 8 young people who are serving socio-educational sentences, in addition to the general population.

The first conversation in the workshop was about smoking and its new devices, with the unit's family doctor, in which slides containing Twitter positions and videos were used, encouraging the population to interrupt the conversation with doubts and discussions. Subsequently, data and scientific studies were brought that exposed aspects against the use of tobacco and its derivatives.

The second conversation in the workshop was about family planning, in which two residents of family and community medicine, based on the slide demonstration, exposed the contraceptive methods available by the SUS, such as intrauterine devices (IUDs), pills, injectable contraceptives and male and female condoms. The two conversations lasted, on average, an hour each.

At the end of the conversations, the question and answer box was opened, which had been made available to the population prior to the workshop so that they could leave their doubts. Participants were able to share testimonies, as well as ask about the use of electronic tobacco devices and family planning.

At the end of the workshop, the prizes of the gymkhana were delivered, in addition to the distribution of souvenirs to all participants.

RESULTS OF THE EVALUATION PHASE

In the post-workshop, the participants showed appreciation for the part of the interaction, in which news was brought to the community. It was reported, by the population, that many of the topics that were debated were not accessible to them and that they did not even have knowledge about the information. The idea is that more activities like this will be carried out in the future.

In addition, in order to continue the discussions of the workshop, an Instagram profile was created by the authors (@eumecuido.sa). This profile has 100 followers, including the organizers of the workshop and the young participants (FIGURE 2).

The use of social networks in the area of health education has gained increasing prominence as a way to disseminate information about health, especially to the younger public, more inserted in the digital environment (BANDEIRA NETO *et al.*, 2018). The use of digital technologies facilitates communication between health professionals and patients, favoring self-care and empowerment of subjects (CHAVES *et al.*, 2018).

Figure 2 - instagram profile "@eumecuido.sa"



SOURCE: The authors (2024).

To date, 31 publications have been carried out, which cover smoking topics, such as the components of traditional and electronic cigarettes, the harms of smoking, the effects of cigarettes on the human body, as well as the immediate and long-term benefits of quitting smoking and the steps to quit smoking. Two other themes are also addressed: family planning and mental health. In addition, the photos of the workshop are also published, in order to resume the themes addressed and pave the way for a new workshop in the future,

along with photos of the new actions that are being promoted at the health unit, such as walks and julina party.

Along with these publications, stories were also published, which remain highlighted on the Instagram account's profile. The content of the *stories* addressed 101 reasons to quit smoking, according to the Pan American Health Organization. In this way, a reason to quit smoking was posted daily.

FINAL CONSIDERATIONS

The importance of carrying out health promotion actions aimed at reducing the risks and health problems to which young people and adolescents are exposed, such as smoking, teenage pregnancy and mental disorders, is evident. The changes resulting from actions such as the "I Take Care of Myself!" workshop are long-term, but they can already be seen in the day-to-day life of the Eunice Penharbel unit, in Apucarana/PR.

It is essential to point out as a result of this work the greater engagement of the population with the actions of the community and the greater approximation of the UBS with its public, allowing a strengthening of the bonds established there. This approach has been presented, for example, with the request by the population for more actions to be carried out by the UBS team which, since the workshop, has already organized a walk, led by Multiprofessional Primary Care residents and the participation of Family Medicine residents, and a julina party. Engagement, in turn, has manifested itself, among other ways, with the greater participation of individuals in health councils, making demands to improve health in their territory, and thus exercising their citizenship. In other words, from the strategies carried out, there was an empowerment of the population in the search for their rights, thus contributing to the search for a full exercise of democracy.

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