

Universidade de São Paulo
Faculdade de Saúde Pública
Departamento de Política, Gestão e Saúde

Disciplina HSP 153

Fundamentos de Saúde Pública em Educação Física e Esporte

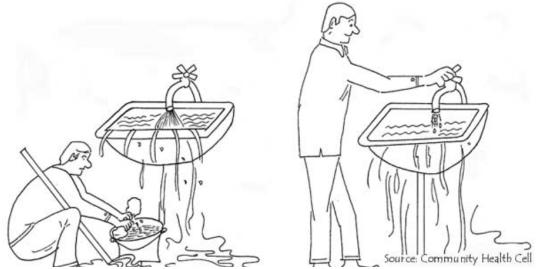
AULA 12

Modelos e estratégias de Saúde Pública e Políticas intersetoriais de impacto na saúde física

Docentes: Cleide Lavieri Martins e Paulo Frazão

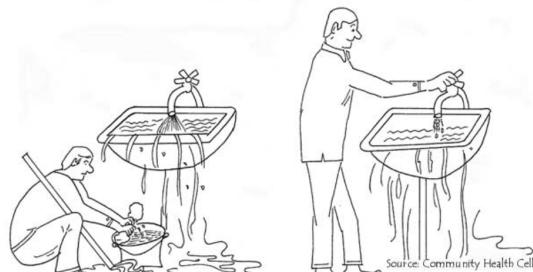
What type of health worker are you ?

Are you a floor mopper ? or a tap turner off ?



Source: Community Health Cell

Que tipo de educador físico, a população precisa?

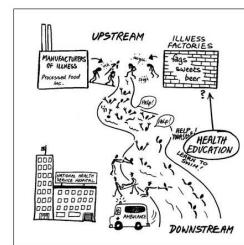


Source: Community Health Cell

REFOCUSING UPSTREAM NOT DOWNSTREAM



John McKinlay



McKinlay JB. A case for refocusing upstream – the political economy of illness. Proceedings of the American Heart Association Conference on applying behavioural sciences to cardiovascular risk, 1974, p. 7-17.



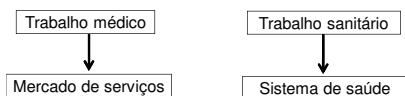
Fonte: McKinlay 1974. Citado por Watt RG. In: Bonecker M, Sheiham A. 2004

Modelos de atenção

São definidos pela lógica que orienta as diferentes formas de estruturar a resposta aos problemas de saúde-doença.

São construções sociais que expressam a política resultante da manifestação dos interesses num dado momento histórico

Qual a lógica que orienta a ação e organiza os meios de trabalho (saberes e instrumentos) utilizados nas práticas de saúde ?



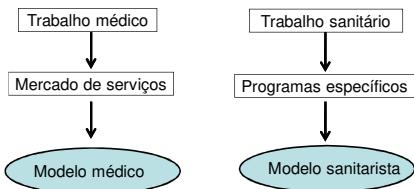
Categorias de análise

- Individualismo
- Ênfase no biologismo
- Privilégio da medicina curativa (demanda espontânea)
- Medicalização dos problemas: queixa-conduita
- Subordinada ao mercado: consumismo médico
- Participação passiva dos consumidores
- Saúde-doença como mercadoria

Categorias de análise

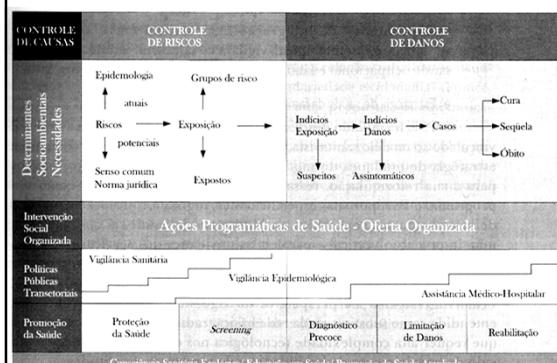
- coletivismo
- Saúde como questão econômica e de segurança nacional
- Biológico e epidemiologia
- Subordinada aos interesses do Estado
- Estratégias populacionais mediante campanhas
- Programas especiais (demanda organizada)
- Vigilância epidemiológica e sanitária

Qual a lógica que orienta a ação e organiza os meios de trabalho (saberes e instrumentos) utilizados nas práticas de saúde ?

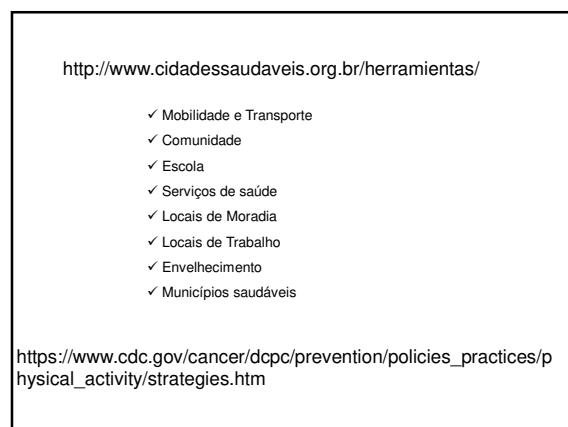
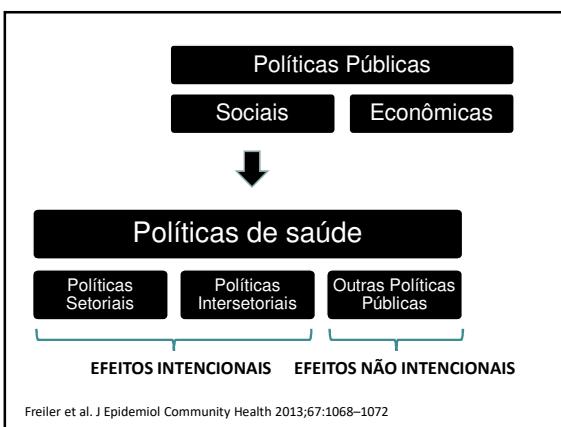
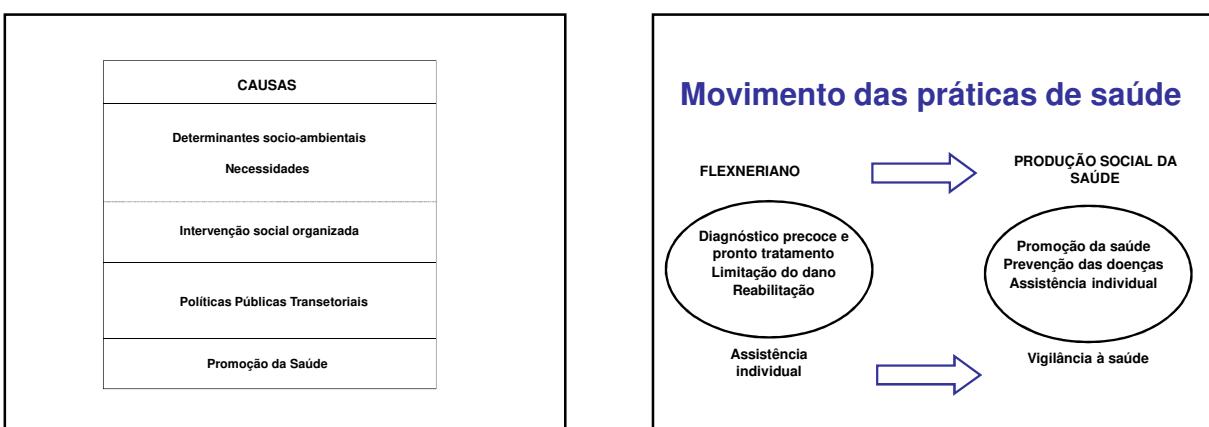
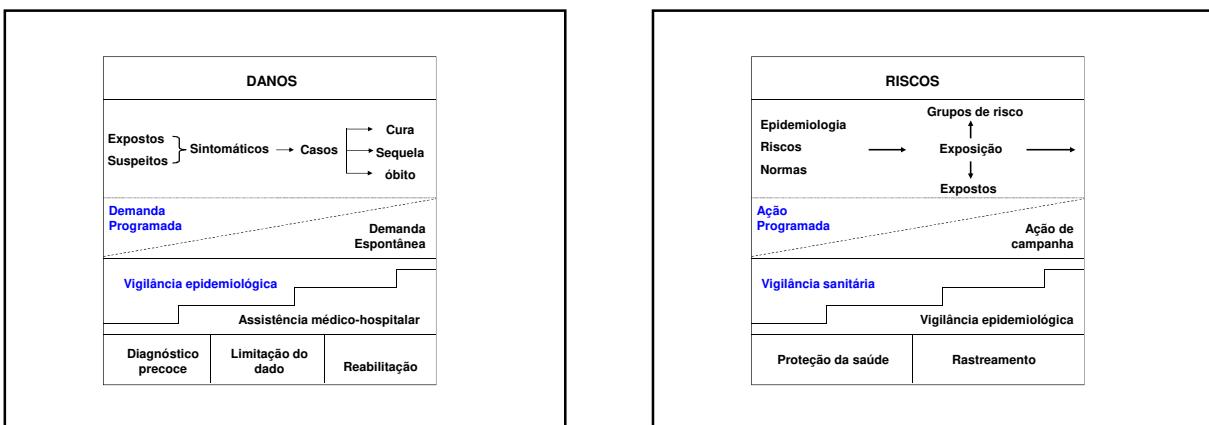


Ambos os modelos têm sido objeto de crítica pelos especialistas por várias razões, entre as quais:

- Por não colocar no centro da atenção as necessidades dos indivíduos, das famílias e da comunidades
- Baixo grau de integralidade dos programas que se reflete na desarticulação entre as atividades preventivas e reabilitadoras
- Baixo grau de articulação intersetorial que se reflete na disputa de recursos entre os diferentes setores de ação institucional



Fonte: Palma, 2003.



Parks, Trails, and Health Workbook

A Tool for Planners, Parks & Recreation Professionals, and Health Practitioners

The cover features the logos of the National Park Service, U.S. Environmental Protection Agency, and CDC.

Examples of successful policy documents and manuals from the City of New York that affect sidewalk design.

ACTIVE DESIGN: SHAPING THE SIDEWALK EXPERIENCE

69

Promoting Active Transportation: An Opportunity for Public Health

The bottom right corner features the logos of the Safe Routes to School Partnership and the American Public Health Association.

Case Study Success Stories

The Role of Public Health in Promoting Transportation Planning in the San Joaquin Valley

Whether we are working in a public health profession in a small town or a large city, we know that transportation planning can have a significant impact on the health of our communities. In fact, transportation planning can be transformative in the process of creating healthy communities. This case study highlights the role of public health in transportation planning, as demonstrated by three selected case study success stories.

Case Studies:

- The Role of Public Health in Promoting Transportation Planning in the San Joaquin Valley**
- Safe Routes to School in Los Angeles County**
- Safe Routes to School in the San Joaquin Valley**

As SCHE began its public health advocacy in 2011, it quickly became clear that increasing funding for active transportation was critical. In response, SCHE and Safe Routes to School (SRTS) had proposed its initial funding recommendation to increase active transportation funding from 4.40 percent in 2004 to 10.00 percent in 2012. The California State Legislature accepted this recommendation and directed the California Department of Transportation (Caltrans) to calculate the cost to building walkable and bikeable communities throughout the state. California's 2012 budget included \$1 billion for active transportation projects, which were primarily focused on the San Joaquin Valley — a county comprised of 18 cities — only four of these cities have pedestrian and bicycle facilities.

Due to their involvement with the Safe Routes to School National Partnership network in the Southern California region, the Los Angeles County Department of Public Health (LACDPH) became involved in the process of calculating the cost of active transportation projects by providing a realistic cost for building walkable and bikeable communities in the SCHE region.

Physical Activity Guidelines for Americans

Index

All materials are **free to download, print, and share.**

The PAG provide science-based guidance to help Americans ages 6 and older maintain or improve their health through regular physical activity. Download the 2008 PAG [PDF - 8.49 MB] or click through each chapter below to view the Guidelines.

- Letter from the Secretary
- Acknowledgements

Estratégias

- Individualizantes
- Informação e comunicação
- Comportamentais
- Ambientais

Propostas de intervenção

- Formulação do problema
- Qual é a natureza do problema?
- Qual é a magnitude do problema (incluindo subpopulações)?
- Quais são as consequências do problema de saúde?
- O que causa o problema?

Propostas de intervenção

- Quais mudanças ou tendências estão ocorrendo?
- Qual o contexto conflitivo?
- Potenciais aliados e potenciais adversários na resolução
- Quais as evidências sobre as estratégias mais efetivas?
- Em que contexto, elas funcionaram bem ?

Modelo lógico

