

Nursing care space for men's health and prostate cancer: report of an extension activity

Espacio de cuidados de enfermería para la salud del hombre y el cáncer de próstata: relato de una actividad de extensión

Espaço de cuidados de enfermagem à saúde do homem e ao câncer de próstata: relato de uma atividade extensionista

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Abstract

The aim of this study is to report the experience from the experience of a fellow, about the development of extensionist actions linked to an extension project with the theme of prevention of prostate cancer and attention to men's health. An experience report is set up based on the observations and experience of the scholarship holder. Interviews were conducted with visitors to the Urology ward of a university hospital to assess their knowledge on the subject of prostate cancer; lectures aimed at clarifying all visitors and users who attend an outpatient unit; and tracking children and siblings of clients diagnosed with prostate cancer. A profile was also created on the social network Instagram, with the aim of disseminating information regarding prostate cancer and other pathologies targeted at the male population. The extensionist project has achieved its health education objectives for improvements in men's health, either by carrying out health promotion and prostate cancer prevention at the university hospital, or by using the social network Instagram to publish content based on scientific references.

Descriptors: Men's Health; Prostate Cancer; Health Education; Nursing; Prevention of Diseases.

Resumén

El objetivo de este estudio es relatar la experiencia a partir de la vivencia de un becario, sobre el desarrollo de acciones extensionistas vinculadas a un proyecto de extensión con el tema de prevención del cáncer de próstata y atención a la salud del hombre. Se elabora un informe de experiencia a partir de las observaciones y experiencia del becario. Se realizan entrevistas a visitantes de la sala de Urología de un hospital universitario para evaluar sus conocimientos sobre el tema del cáncer de próstata; charlas destinadas a esclarecer a todos los visitantes y usuarios que asisten a una unidad de consulta externa; y seguimiento de niños y hermanos de clientes diagnosticados con cáncer de próstata. También se creó un perfil en la red social Instagram, con el obietivo de difundir información sobre el cáncer de próstata y otras patologías dirigido a la población masculina. El proyecto extensionista ha logrado sus objetivos de educación sanitaria para la mejora de la salud de los hombres, ya sea realizando actividades de promoción de la salud y prevención del cáncer de próstata en el hospital universitario, o utilizando la red social Instagram para la publicación de contenidos basados en referencias científicas.

Descriptores: Salud del Hombre; Cáncer de Próstata; Educación para la Salud; Enfermería; Prevención de Enfermedades.

Resumo

O objetivo deste estudo é relatar a experiência a partir da vivência de uma bolsista, acerca do desenvolvimento das ações extensionistas vinculadas a um projeto de extensão com a temática de prevenção ao câncer de próstata e atenção à saúde do homem. Configura-se um relato de experiência pautado nas observações e vivência da bolsista. São realizadas entrevistas com visitantes da enfermaria de Urologia de um hospital universitário para avaliar o conhecimento dos mesmos sobre o tema câncer de próstata; palestras visando o esclarecimento de todos os visitantes e dos usuários que comparecem a uma unidade ambulatorial; e rastreamento de filhos e irmãos de clientes com diagnóstico de câncer de próstata. Foi criado também um perfil na rede social Instagram, com o objetivo de disseminar informações relativas ao câncer de próstata e outras patologias direcionadas a população masculina. O projeto extensionista tem atingido seus objetivos de educação em saúde para melhorias na saúde masculina, seja pela realização de promoção à saúde e prevenção do câncer de próstata no hospital universitário, seja pelo uso da rede social Instagram para publicações de conteúdos embasados em referências científicas.

Descritores: Saúde do Homem; Câncer de Próstata; Educação em Saúde; Enfermagem; Prevenção de Doenças.



Introduction

Prostate cancer is one of the Chronic Noncommunicable Diseases (NCDs) that most affect men, being the second most prevalent type of cancer in the male population after non-melanoma skin cancer. This pathology constitutes a public health problem, since it manifests silently and, when advanced, can lead from bone pain to generalized infection or kidney failure. The World Health Organization (WHO) establishes early diagnosis as a strategy, when signs of the disease are present, and screening in the absence of symptoms, for prevention¹.

Men's health care only entered the agenda in Brazil in the 2000s, when, in August 2008, the Ministry of Health presented the National Policy for Integral Attention to Men's Health (PNAISH), which was officially launched in the year later, in 2009, as a result of public consultation. The PNAISH, in its text, guides health actions that, in theory, should be implemented with the purpose of comprehensive care for men's health needs, aligning the PNAISH with the National Primary Care Policy (PNAB). In other words, the gateway for men to health services in the Unified Health System (SUS) is Primary Care, seeking prevention and health promotion through the care network at its three levels^{2,3}.

On the other hand, mostly men are not usually recruited to health services, especially in primary care. In the study of Rocha et al.4, the dubious knowledge among nursing professionals about what it is to welcome the male population in the Family Health Strategy is noticeable, as well as pointing out the lack of specific actions aimed at this public. In parallel, the PNAISH foresees paternity and care as a way to strengthen the bond and involvement of fathers with their children, in order to contribute to health improvements in the male population, since promoting the participation of men in prenatal, postnatal, - childbirth and child care, brings this individual closer to health services, providing opportunities for health promotion to this population⁵. However, when this population is reached, this care is largely provided through secondary care or tertiary care for medium or high complexity treatments, which reinforces the importance of Primary Care in welcoming, screening and detecting pathologies such as prostate cancer, thus reducing possible harm to men's health, morbidity and mortality and the need for more specialized care³.

From this perspective, prevention and early diagnosis of prostate cancer become compromised, which reinforces the need for a more attentive and differentiated look at this population. The mystification of masculinity by culturally rooted aspects, such as fear, and fragility as a loss of virility, are factors that distance men from health services, along with little flexibility in working hours, which also makes it difficult for the male population to access health services. consultations, which reinforces the need to restructure and adjust the hours of care for men or laws that make it more flexible for men to be absent from their work activities to attend health services^{1,5}.

Aiming to strengthen education and health promotion actions aimed at the male population, in order to seek clarification of information about harmful lifestyle habits that can lead to prostate cancer, in addition to

offering preventive exams, it was registered in 2009, in a nursing faculty of a university in the city of Rio de Janeiro, the extension project entitled "Contributing to the Prevention of prostate cancer", which serves users of the university hospital of the institution and the men's health clinic linked to a polyclinic, also from the institution.

The macro-objectives of the project are: to contribute to the clarification of users of the Unified Health System of the Urology ward, about the need to prevent prostate cancer and their adherence to actions aimed at this prevention; maintain a virtual channel for the dissemination of information on men's health (the social network Instagram© is used); and to facilitate access by the population that has a risk factor for prostate cancer, by carrying out guidelines aimed at preventing and tracking the disease.

These objectives contribute to the training of future health professionals, in order to improve men's health care, since in nursing training itself, care for the male population is still fragile, negatively impacting men's care⁴. Thus, this justification also includes the need to discuss the importance of implementing projects aimed at caring for men, in line with the PNAISH.

In view of this, the project meets its extensionist proposal, since it inserts professors, academics and professionals outside the university, allowing the exchange of experiences and the democratization of access to information, health care and bringing the population closer to the university⁶.

In view of this, this study aims to report the experience from the experience of a fellow, about the development of extension actions linked to an extension project for the prevention of prostate cancer and attention to men's health.

Methodology

An experience report is set up based on the observations and experience of a scholarship holder and volunteers of the referred project, under the supervision of the coordinator, which seeks to analyze the extensionist role of the project, as well as its importance in the scope of assistance, teaching and of research. This proposal seeks to report the project's activities through the records, description and analysis of the activities already carried out and planned by the project, in addition to also indicating its importance for the Nursing area.

The project began in March 2009, and continues its activities until the present year of 2022. The current scholarship holder was selected based on the indication of the project coordination, and this selection is justified in view of the previous participation of the scholarship holder as a volunteer in the project.

During the time spent by the fellow in the project, there was a need to readjust the extension activities due to the COVID-19 pandemic, which made it impossible to carry out face-to-face care activities in the hospital and outpatient units linked to the project.

Through the report, nuclei of meanings were established, in order to direct and relate the activities



developed, as well as their due importance and context, namely: "Knowing the extension project", "Exercising care in Nursing - the importance of education in health", "The new normal - virtualization of activities", "Researching in extension", and "Discussing the contributions of extension activity and Future Perspectives".

Experience Report

Getting to know the extension Project

University extension enriches academic learning from the association with practical activities, as well as being beneficial to the population, in order to provide access to information and assistance, democratizing health care⁷.

In view of this, the reported extension project began in 2009, the same year in which the PNAISH was instituted⁸, and the target audience of this extension project is the population in general and, more specifically, visitors and men hospitalized in the urology ward of a university hospital, with emphasis on family members of clients with a medical diagnosis of prostate cancer and users of an outpatient Men's Health unit, also linked to the project.

Among the actions developed by the project, there are: application of nursing consultation instruments and data collection to support studies; tracking users who are invited to a nursing consultation; scheduling appointments; giving lectures in the university hospital's infirmary; fortnightly meetings with the work team; participation and presentation of studies in scientific events; maintenance of the Instagram© social network, among others.

In addition to public hospital and outpatient activities, there are also partnerships with other extension projects at the University, one directed at Men's Health from the perspective of health promotion and another directed at Sexually Transmitted Infections. There are also external partnerships with the University, this third being a Private Initiative Organization.

Therefore, the project's activities are based on the proposed objectives, in order to improve care and promote health education for the male population and generate spaces for discussion and critical development about men's health needs in the training of academics and the scholarship holder.

Exercising nursing care - the importance of health education

The project has as one of its objectives the clarification and dissemination of information about prostate cancer to users of health services linked to the project. This objective has been reached over the years through some activities, such as: interviews with visitors and hospitalized men to assess their knowledge on the subject of prostate cancer; lectures aimed at clarifying all patients and visitors to the Urology ward of the university hospital and users who attend the outpatient unit; and tracking children and siblings of clients diagnosed with prostate cancer.

Thus, three user profile focuses are highlighted for the interviews and education: patient with prostate cancer; patient without prostate cancer; and family members of patients. From these profiles, three interview scripts were prepared, which aim to collect identification and contact data, sociodemographic data, collect information about the presence and (re)knowledge of risk factors for the disease, and identify the interviewee's knowledge about of prostate cancer pathology, as well as its form of screening and follow-up. The collected data are registered in a database that can later be analyzed, criticized and help in the development of research.

From the interviews, it is possible to detect the knowledge of the user with a positive diagnosis for prostate cancer, as well as their family members about the disease, thus allowing the realization of health education. This role is of extreme value, considering that heredity is an absolute risk factor for prostate cancer, since investigating heredity in the etiology of cancer allows the planning of specific conducts for its therapy and prognosis⁹.

Since health education is a political-pedagogical process, the process develops from this process the critical and reflective thinking of the target individual, providing autonomy in their care and provoking multidisciplinary debate and among academics about the health needs of the population¹⁰.

The university, then, by stimulating these spaces for problematization and reflection, through an extension activity it is possible to generate these health education strategies in favor of the collective good and generating social inclusion¹¹. Thus, the interviews carried out with these users make it possible to approach the theme of prostate cancer and the importance of health care for the male population, solving the users' doubts and providing new knowledge as a warning, thus characterizing health education.

It is noteworthy that health education is a recommended guideline in the training of professional nurses, in addition, this activity empowers the user of the health service. For academics - such as the scholarship holder - the conceptualization and understanding of what health education is is developed throughout graduation¹². Therefore, the possibility, through the extension project, of exercising dialogue and knowledge acquired at the university by academics who have already participated in the project and still participate and other professionals, directly to the patient, makes it possible to shape the profile of the professional in training from of the real approximation with the user about their demands and limitations.

The new normal – virtualization of activities

The WHO, in March 2020, declared the state of a pandemic as a result of COVID-19, a disease caused by a new coronavirus, SARS-CoV-2. From this, there were several transformations in society, in view of the need for social isolation to reduce contamination by the virus. Among these transformations, Brazilian Higher Education Institutions (HEIs) needed to readjust to the new reality through remote teaching, in view of the challenges for the effectiveness and performance of academic activities¹³.

In this sense, the face-to-face extension activities carried out by undergraduate students of this project, of an assistance and health education nature, had to be



suspended, aiming at the safety of the project students by not being exposed to the virus in a hospital and outpatient environment.

In order to adapt to remote teaching, there is a proposal to virtualize extension activities, one of the new objectives of the project being the creation of a channel on a virtual platform to democratize information about men's health and prostate cancer prevention.

In view of this, the Instagram© social network stands out as a university extension tool for contributing to the distribution and construction of knowledge and information. Its access is facilitated, since users with Internet access can connect through web browsers on electronic devices such as notebooks and computers and applications on mobile devices. Instagram© stands out as the platform with the greatest reach to different audiences, having numerous utilities, such as the creation of posts, lives and stories¹⁴. In view of this, a profile was created on the platform, with the aim of disseminating information regarding prostate cancer and other pathologies aimed at the male population.

To create this profile on Instagram©, a logo was developed for the project and an avatar (Figure 1), which was named "Zé" and which originated the username on the platform's profile. According to Recuero¹⁵, The purpose of developing an avatar is to create a virtual identity, this identity being represented by a graphic body used by the user and by the human element, which consists of the user interacting on the network through the avatar. Thus, publications and interactions with the target audience on the platform would take place through communicative messages from the avatar.

Currently, the profile has 12 publications and 161 followers (users who follow the content). Posts already made addressed topics such as prostate cancer, testicular cancer, benign prostatic hyperplasia and PNAISH. In addition, this social network was used to promote a live held by the project.

Figure 1. Logo (left) and Avatar "Zé" (right). Rio de Janeiro, RJ, Brazil, 2022



The live held had the theme of "Gender Colonization and Men's Health", an event dedicated to the month of November, in view of the national campaigns known as "Blue November". These campaigns consist of encouraging public agencies, organizations and medical and hospital societies to prevent and screen for prostate cancer, based on the recommendation to carry out tests such as

digital rectal examination and serum dosage of Prostatic Specific Antigen (PSA)¹⁶.

The event was held in virtual mode, and broadcast on YouTube© of the Faculty of Nursing linked to the extensionist project. A total of 33 subscribers were obtained through the Doity© platform, where there were 23 simultaneous accesses during its transmission on YouTube© and a total of 181 views of the live, given that the content was recorded on the platform for later access and democratization of knowledge for those who could not be online at the time of the live broadcast.

The theme chosen for the live next to the month of the campaign is justified by the distance of men from health services due to sociocultural and structural factors, which formulated the construction of the male gender as someone virile and strong, who despises personal health care. The construction of gender generates impacts on men's health, contributing to the perpetuation of harmful behaviors with regard to health¹⁷. That said, it is possible to understand how the profile of the construction of the male gender in society took place and (de)construct it, as a proposal for the theme addressed, which was based on a discussion about gender, health and sexuality by the guests. Associated with gender characteristics, it is associated with the need to understand this man, associating the social markers of difference, imposing a face, an identity and an individuality on this person.

Another profile of the project in digital media was also created, this second profile on the YouTube© platform. This platform stands out as the largest video sharing platform in the world, with approximately 2 billion users 18. The purpose of using YouTube© is to promote the videos produced by the project. Two videos were produced by the scholarship holder, however, only one has been released on the platform so far, which reports the activities carried out by the project throughout 2021, for participation in an event at the University itself, in order to expose the due importance of extension activities aimed at men's health and prostate cancer.

Another video produced consists of a presentation of the team, the main objectives and activities carried out by the project. Such content was disclosed and transmitted in the vaccination campaign against COVID-19, carried out by the University to which this extension project is linked.

Searching in extension

There is a lack of research on men's health and prostate cancer¹⁹, which highlights the need for discussion and research developments, aiming at the evaluation and validation of health actions aimed at the pursuit of men's integral health.

The gap in knowledge in the education of undergraduates regarding men's health is minimized as the students participating in the project experience activities focused on this theme, leading to the construction of knowledge that supports the construction of project activities, in order to generate concerns that later become objects of study.

With this, the scientific works, arising from the extension project in question, contribute to the reduction of the lack explained above, providing new questions that feed back and drive the production of new research, as, according to Costa²⁰, research in extension plays the role of theoretical deepening, extremely important for the professional evolution of academics.

Data from interviews with data collection from users of the Urology ward of the university hospital are entered into a database, which is consulted for the development of these researches, whether in undergraduate, graduate and residency.

The developed works are presented in events of a scientific nature, such as congresses, symposia, conferences and the like, in oral and banner presentation modalities, which allows the visibility of the project and the expansion of the discussion about the theme of men's health and cancer of prostate.

Discussing the contributions of extension activity and future perspectives

Extension connects the academic world to society¹³, thus, training graduates through extension activity contributes to breaking stigmas related to men's health in the male population, due to their lack of adherence to health services.

The activities carried out over the years show the achievement of the objectives proposed by the project, however, it does not reach the entire academic community, given the reach only of students who are interested in the subject and their participation as volunteers or scholarship holders in the project.

Therefore, an extensionist activity that addresses the theme of men's health strengthens academic growth in nursing graduation and in the path of the development of the professional profile, allowing the effectiveness of the theory and practice relationship, as well as helping men to become agents active in your own care²¹.

It is estimated that face-to-face care and health education activities carried out in the hospital and

outpatient environment will return, as long as it is safe, to the non-exposure of academics to the coronavirus. This will enable the return of interviews and data collection, in order to update the interview script and the database, which can lead to the development of new research on men's health and prostate cancer. In addition, we seek to investigate the influence of the pandemic in the most different contexts of life of this population²².

Final Considerations

From the PNAISH and the public health problems arising from prostate cancer, it is noteworthy that the extension project has achieved its health education objectives for improvements in men's health, either by carrying out health promotion and prevention of prostate cancer in a university hospital, or through the use of the Instagram© social network to publish content based on consistent bibliographic references.

Based on the lack of improved discussions about Nursing care with men's integral health, it is evident that the exercise of health education carried out by the presented extension project has been effective, providing new stimuli to the study of the area. The diversification of experiences introduced throughout the nursing graduation for academics interested in the subject, allows project members a new look at male well-being, breaking prejudices consolidated by society.

In this sense, despite the COVID-19 pandemic, the extension project was able to readjust to the new reality, in order to continue with its extension activities and developing new skills in nursing students, since they needed to improve in technologies and design , to use social networks as a means of disseminating information about men's health and prostate cancer, based on scientific references.

The importance of continuing extension activities aimed at men's health is emphasized, in order to reach this population, reinforcing the importance of health education to reduce morbidity and mortality from prostate cancer in the male population.

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