

The importance of creative work to enhance health education in a pandemic context



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The new coronavirus pandemic (SARS-CoV-2) was a complex challenge for global health due to its rapid spread, potential for lethality and because it does not have effective vaccines or treatments, in addition to other health problems and consequences.

In this context, the scientific world has been tirelessly working on research that culminates in disease control (cure or prevention). However, the scientific response is not so quick due to ethical and care issues that surround research involving human beings.

As a result of the elapsed time, there were several scenarios facing the pandemic. However, at the present time, we observed an upward movement in the number of confirmed cases and deaths that indicate a second wave of the disease, which puts us in deep reflection.

Unfortunately, in the territories where pulsating lives exist, the negationist discourse removes power from fighting the virus, in addition to the inappropriate behavior of the subjects with regard to the non-use of personal protective equipment

and of not following the recommendations of the health authorities with regard to concerns social isolation.

It is believed that among the multiple hypotheses, this is a consequence of ineffective pandemic policies, the country's political and financial situation, in addition to overconfidence from an initial drop in the number of cases and deaths, situations that culminated in the relaxation of control measures imposed by states and municipalities.

In view of the facts presented, it is necessary that health education be reviewed, reflected and intensively analyzed so that there are effects in this fight and collaborate with the reduction of cases of the disease, even when everything seems and/or is out of control.

It's time for (re)invention, it's time for creation, it's time to produce, through creative work, health education tools that sensitize the population about care and enhance control measures so that the pandemic situation stabilizes until availability vaccine or effective treatment.

Health managers need to encourage, emerge and give freedom to their profes-

sionals (uni, multi or interprofessionally speaking) to create mechanisms that affect, touch and sensitize people to care, even in the diverse and adverse, in the singular or plural, advancing is need.

Franco (2015, p. 113) tells us that creative work "is the result of greater freedom present in the work process, it is a degree of accomplishment in which the lines of serfdom have no interdiction power". And that "their presence is capable of significantly altering the mode of care production, operating deviations capable of modifying the therapeutic processes and giving new directions to the care and defense of life".

In view of the entire narrative produced here, it is intended that health professionals, regardless of the type of service they perform, use their creativity to raise awareness among everyone around them. The pandemic is not over, HOWEVER many lives can be spared.

In this perspective, I invite everyone to use and abuse creative work to enhance possible actions of health education in a universal and equitable way in this Brazil of so many inequalities. ■

REFERENCES

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