

Editorial

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Information serves to promote innovation in everyday health management and learning

The relevance of the interface of information and communication with health management and learning is widely acknowledged. Currently, new analytic perspectives constitute innovative approaches to this field. New demands for the information/management/learning interface are created from the following factors: excess information and its effect on everyday action; health complexity and the need for analytic approaches that allow visible, mobile, and multi-determined interconnections; the theoretical and methodological advances in collective health; and the increasing demand for better health, as described by the satisfaction indicators of users and the general population. In addition, these factors create conditions suited to the emergence of innovation.

As recently stated in the editorial of RECIIS (*Revista Eletrônica de Comunicação, Informação & Inovação em Saúde*, i.e., *Electronic Journal of Communication, Information & Innovation in Health*) (vol. 6, nº 2), a project devoted to the use of information and communication technologies in the everyday operation of health services and systems is a result of the partnership between the Observatory of Information and Communication Technologies on Health Systems and Services (*Observatório de Tecnologias de Informação e Comunicação em Sistemas e Serviços de Saúde – Otics*) and the Brazilian Association of the United Network. This project was developed before the 10th International Congress of the United Network in May 2012 at the city of Rio de Janeiro. For this reason, most studies have sought to investigate, theoretically and/or methodologically, new perspectives on the relationship of information and its technologies with everyday health management and learning.

An innovative approach might have accounted for a single issue of this journal. However, in the present case, this explanation has been transcended. The submission of high-quality articles, diverse in their intellectual approaches, ranging from dense theoretical reflections to experimental analyses, which were also dense and enlivened by everyday experiences, surpassed initial expectations. Therefore, a supplement is needed.

This supplement includes 11 articles that are highly relevant to health information and communication from interdisciplinary perspectives, focusing on everyday practices and the improvement of actions, services, and the health system as a whole.

Original articles

The article, "Health information, education and work: Beyond evidences, collective intelligence" by Alcindo Antônio Ferla, Ricardo Burg Ceccimi, and Rafael Dall Alba, addresses the use of

information in management and learning. The authors discuss the role of information in different processes using an interdisciplinary theoretical reflection and a dialog with the health information and education policies of the Unified Health System (Sistema Único de Saúde – SUS). Without neglecting the technical nature of the treatment of information, the authors propose to shift the focus to the concept of information as a device for mobilizing local institutional capacities. Thus, the level of merely instrumental understanding, which presupposes a focus on comprehending the technical meanings of the data-information process, is surpassed. The authors introduce the concept of the data-collective intelligence cycle in analyzing the challenge in creating an ethos of evaluation to strengthen management and to develop the professional skills in the workers of this field. These objectives might be achieved with lifelong health education and by the construction of production networks that provide meaning for the data and information used in the everyday operation of the health system.

Hêider Aurélio Pinto, Allan Sousa, and Alexandre Ramos Florêncio, from the Department of Primary Health Care of the Health Ministry, wrote the article titled “The National Program for Improvement of the Access to and the Quality of Primary Health Care: Reflections on its design and process of implementation” (Programa Nacional de Melhoria do Acesso e da Qualidade da Atenção Básica – PMAQ) to report a descriptive analysis of an initiative for the production and use of information to improve the quality of primary health care. Launched in 2011, the PMAQ mobilizes managers, learning, research institutions, workers, users within a major effort to evaluate healthcare units, and the work process of family health teams in Brazil. The program is organized in four phases: adherence and contractualization; development; external assessment; and re-contractualization and data on the adherence to the program and the use of the self-assessment tool supplied by the Health Ministry. In their empirical analysis, the authors also assess the initial process of implementation based on the adherence of counties and primary health care teams. This article shows how the PMAQ is linked to other strategies defined by the National Policy for Primary Health Care. In addition to the production of nationwide data and indicators, the program triggered the incorporation of systematic assessment into systems and services, the establishment of links with research institutions, and the mobilization of different actors involved in the education of healthcare professionals. In addition to its theoretical and methodological contributions, this article suggests perspectives on the use of data and information in the everyday operation of health systems, particularly the contributions related to primary health care.

In the article, “Public policies on information and open access to health scientific information on neglected diseases: An exploratory study”, Ilma Horst Noronha (Institute of Scientific and Technological Communication and Information of the Oswaldo Cruz Foundation) provides an important reflection on problems associated with access to and diffusion of scientific information. Additionally, the author particularly shows concerns regarding the Open Access Movement and addresses the central role of science communication in the present, its social commitment, and recent transformations in scientific publications. Finally, she emphasized the poor visibility of the scientific production of developing countries on the international scene. In the specific case of neglected diseases, which exhibit high epidemiological relevance in developing countries, the insufficient research funding is an acknowledged fact and a reason that the available knowledge is too scant to support the innovations needed to overcome ongoing problems. An empirical study analyzed the available databases, and its results confirm

the potential for open access to such information. Additionally, the author discusses the importance of a movement of awareness and critical reflection to orient and contribute to the proposal of a public policy for open access to scientific information in the health field.

Regarding the analysis of information access in the everyday operation of systems and services, the article, "Information and communication in practical networks as lifelong education: The case of GHC School Station of the Observatory of Information and Communication Technologies on Health Systems and Services" by Rafael Dall Alba *et al.*, focused on the concrete experience of creating an observatory as its empirical field. The authors suggested contributions to the topic of the present issue of RECIIS. The article first presents a conceptual approach to the challenges of action in specialized and highly complex settings, to the potentialities, and to the innovation in the use of information and its technologies in everyday health work and management. The analysis of this experience emphasizes two initiatives developed at the School of the Conceição Hospital Group (Grupo Hospitalar Conceição – GHC) that question the potential use of information in the development of sanitary surveillance technologies, which include the notion of integral health: the creation of a program for health education and promotion related to toxicological events in children and the construction of a system for monitoring and screening orthopedic prostheses. Although they differ in their content, according to the authors, both initiatives not only exhibit the ability to potentially use information for the qualification of hospital services, but they have also created spaces for the development and analysis of projects. These initiatives contribute consistently to the collection of robust data aimed at strengthening the actions and management of sanitary surveillance within an inter-institutional network that focuses on the quality of assistance to individuals and communities. This focus on integral health is reinforced by the inter-institutional links developed by the initiatives, whereby the structures and activities of sanitary surveillance and health care approach one another in the production of knowledge useful for everyday work in healthcare assistance, the education of workers, and above all, the strengthening of lifelong health education.

The article titled, "From the communication of information to the production of meanings as a strategy for promoting the right to health" by anthropologist Ivo Quaranta (University of Bologna), approaches health communication by specifically regarding the power of shared results on illnesses. From an anthropological perspective, the author states that, rather than information exchange, communication might induce participative processes that encourage finding ways to promote reformulations of experiences with diseases and concomitantly allow the identification of social intervention modes that could lead to overcoming the occurrence of disease and illness in users and communities. Such a process might reconfigure the meaning of therapeutic efficacy, inasmuch as it could encourage the individual, collective, social, environmental, and subjective transformations needed to produce new health patterns within the framework of the right to health and thus promote healthy actions. Again, the innovative use of information is highlighted; this use is defined here as a communication device or even as a device for interventions in health care because it advocates for the exchange of knowledge and the production of common meanings for information traditionally restricted to the medical field.

The last of the "Original Articles" is the "Plan for Development of Management and Care: A tool by Institutional Support/FESF-SUS for primary health care management teams" by João André

Santos de Oliveira et al. (Family Health State Foundation of Bahia – Fundação Estatal de Saúde da Família), which broadens the scope of the discussion of the use of information in everyday management. In this case, the type of information under discussion is scientific information, which consists of scientific data by the prevailing medical rationality. This information also includes health data and information, which consist of managerial data by the prevailing epidemiological knowledge. This article presents the prevailing managerial rationality and its incompatibility with the ethos of a primary health care management focused on transforming the technical assistance model and on obtaining information on the everyday health management and lifelong education. Here, the empirical field of analysis describes the institutional development of municipal management by means of institutional support in Bahia counties affiliated with the Family Health State Foundation (FESF-SUS) created in 2009. The analysis highlights the need to reorganize the work process in coordination with primary health care and to implement municipal institutional support and follow-up and assessment committees. Institutional support, as a “way of doing” in the management of primary health care, might transform the work process of teams and thus, according to the authors, improve the quality of health care.

Essays

The section “Essays” of this issue includes two articles that are highly relevant to the use of information in the everyday operation of health systems and actions. The essay written by Afonso Reis, Paulo de Tarso Oliveira, and Paulo Sellera discusses the “Assessment System for the Improvement of the Unified Health System (SUS)”, addressing the systematization of a proposal for a national assessment policy that addresses several features and includes four components: the index of performance of the Unified Health System (Índice de Desempenho do Sistema Único de Saúde – IDSUS); the National Program of Assessment of Health Services (Programa Nacional de Avaliação de Serviços de Saúde – PNASS); national surveys assessing users’ access and satisfaction; and the National Program for Improvement of the Access to and the Quality of Primary Health Care (PMAQ). This proposal is highly relevant and contributes to the effort of the Health Ministry to systematize independent initiatives within one integral system. Rather than merely combining initiatives, there is a true concern for the production of a language of assessment based on the everyday operation of the health system. In this way, the proposal differs from previous initiatives, which were based on applying notions and theories to validate their projection into practice.

The second essay, titled “Beyond informing: Social communication at the service of health promotion processes and management and Assistance Networks” by the journalist, Anderson dos Santos Machado, and the public health student, Vivian Costa da Silva, discusses the relationship between communication and health from the perspective of the practice of several different professionals. Based on contributions by several theoreticians and based on their own experience with initiatives by the government and civil society, the authors build an analytical perspective on the power of communication for producing interdisciplinary networks for health work, lifelong health education processes, participative management, and the integration of practices into the everyday operation of the SUS.

Reviews

This RECIIS supplement includes two film reviews, which assume the interface between the “seventh art” and health as their field of analysis. Journalist Rafael Cavadas analyzes two recently released films whose premise includes a subject that stands out among the indicators and mobilizes actions within the health system, for example, the use of alcohol and other drugs. These films are the drama, “Artificial Paradises” (2011) by director Marcos Prado, and the comedy, “So, Have You Eaten?” by Felipe Joffily, which represent recent examples of how Brazilian cinema has raised the drug use debate without obviously introducing the subject of health in their discussion. The question this review seeks to answer is how new approaches to the problem posed by alcohol and other drugs in cinematographic communication, more than the moral and medical approaches, might strengthen an ethos of health compatible with the ideas that ground the SUS. Consistently, the review contemplates how cinema has the power to introduce novel health concepts and trigger novel forms of practice.

In the second review, epidemiologist Stela Nazareth Meneghel *et al.* discuss the 1969 Italian/French film, “Burn!” by Gillo Pontecorvo. Although this film is an older film, it has been, in a way, made up-to-date by its use in the lifelong education program on health surveillance currently being developed in Haiti by the Brazilian Health Ministry, the Oswaldo Cruz Foundation, and the Federal University of Rio Grande de Sul, among other institutions, within the scope of the Brazil/Cuba/Haiti Cooperation. In this case, the focus of analysis is the possibility of linking history, even if it includes several imprecisions (for example, in the case of the Caribbean island), and promoting health while taking into account the historical and social configurations of health systems and the population’s lifestyles. Not only is the use of diversified didactic resources, such as films, discussed but also the linking of cinema and health by the inclusion of chosen content and the use of historical and cultural sensitivities. The exhibition of this film at educational activities of the epidemiological nucleus allows participants to reflect on health/disease/health care without neglecting historical reflection and social criticism, as the authors emphasize.

New writings and mediations in health

The section “New Writings and Mediations in Health” includes the report on the experience of the Observatory of Regionalization of Bahia, which is an initiative for the use of information and communication technologies in everyday management. This report emphasizes the ability to make creative and innovative use of information, thus supporting and making viable vivid regionalization. It is vivid because the report concerns areas undergoing transformation based on the action of several actors, as Milton Santos would inform us. In the article, “The experience of the Observatory of Regionalization of Bahia: A tool to assess and improve the SUS regionalized management in Bahia”, Mariana Bertol Leal *et al.* describe such an experience and emphasize the different functionalities and work processes that were thus created and their relationship to the everyday problems of regional management. The various tools that compose the observatory were developed to support the assessment, planning, and execution of health policies; to improve the decision-making portion of management; and to facilitate the access of managers to necessary and strategic information. According to the authors, the observatory functions as a powerful management device to support the decentralization and regionalization of the SUS at Bahia and to follow up and assess the

process launched to reorganize the regionalized systems. Thus, the present article represents an additional example of the innovative use of information and its technologies as a part of the creative management committed to the SUS.

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Having met the challenge of implementing the project described at the beginning, it is worthwhile to emphasize that the articles included in these two issues of RECIIS provide highly relevant theoretical and methodological contributions, dense reports of experiences that advocate mediations with other experienced personnel, the representation of a wide variety of authors in terms of institutional localization and academic education, a broad sample of local networks linked together around the subject of health information and communication, robust data on the productive relationship between information and lifelong health education, wide institutional variety in the local networks, and a strong conviction that go beyond simply describing a variety of situations; the articles describe the emergence of health information and communication as a thematic nucleus relevant to collective health.

Enjoy the reading, and may the articles also be able to stimulate new work and novel initiatives in everyday action.

Alcindo Antônio Ferla
Guest Editor