

## Editorial

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In issue no. 3: **Mediação e sustentabilidade [mediation and sustainability]**, Reciis presents the public with a collection of scientific papers underpinned by two central concepts that are open to the multiple and the diverse, while emphasizing the importance of what is shared in common. Mediation and sustainability are issues that share the idea of intersecting spaces where actors, knowledge and flows converge and interact; they are privileged spaces for the various dimensions of public policy, where common futures are forged and where health is both the starting point and the end point.

In **Comunicação e Mediações em Saúde: um olhar a partir do Programa de Pós-Graduação em Informação e Comunicação em Saúde [Health Communication and Mediation: A view from the Graduate Program in Health Information and Communication]**, Araújo and Oliveira begin this edition by discussing how the PPGICS Graduate Program in Health Communication and Information (Programa de Pós-Graduação em Comunicação e Informação em Saúde) from the Institute of Scientific and Technological Information and Communication in Health of the Oswaldo Cruz Foundation (Instituto de Comunicação e Informação Científica e Tecnológica em Saúde da Fundação Oswaldo Cruz - ICICT/Fiocruz) questions, configures and integrates the concept of mediation within its scope and as a line of research, particularly in association with communication on public health. Rosário Rosa, in **Ciência, saúde e subjectividades individuais: os públicos da saúde [Science, health and individual subjectivity: public health]**, then questions the concept of *public health* as an analytical instrument for the relationship between the layman and health in contemporary Western society, particularly in light of some of the current debates on the epistemology and sociology of science. Here, subjectivity is an important mediator between health in the public sphere and private and individual experiences. The same subjectivity guides the discussion that Pimentel and others bring to **Ótica das mulheres sobre o preservativo masculino no espaço prisional em Juazeiro [Women's opinion about condoms in the prison environment in Juazeiro]**, in which they ask whether the experience of imprisonment alters women's perceptions of the risk of sexually transmitted diseases (STDs). Souza and Tófoli explore family mediation as a support matrix in the field of mental health in primary care in **A Família no apoio matricial em saúde mental: concepções e práticas na produção científica nacional [The family as support matrix in mental health: concepts and practices in the national scientific production]**, basing their research on a careful scrutiny of the national scientific production. Finally, Ruas bases **Advertências sanitárias: uma estratégia de comunicação na redução do tabagismo [Health warnings: a communication strategy for reducing smoking]** on the assumption that health has many cultural mediations that are important requirements for healthy living in the modern world. This author examines the meanings and limitations of the use of warning images in anti-smoking campaigns, which use common sense and moral pressure to shock

society. In other words, the history of warning images poses challenges to the sustainability of public policies in the health field.

'**O Futuro que Queremos**' [**The Future We Want**], a document resulting from the UN Conference on Sustainable Development (UNCSD), Rio +20, held in June 2012 in Rio de Janeiro, is discussed by Buss and colleagues in **Desenvolvimento sustentável e governança global em saúde – Da Rio+20 aos Objetivos de Desenvolvimento Sustentável (ODS) pós-2015 [Sustainable development and global health governance - From Rio+20 to post-2015 Sustainable Development Goals (SDGs)]**. The focus of this paper is the central role of health in the post-2015 Millennium Development Goals, and it argues that health policies should be thought of both in terms of global strategy and at the local level. Therefore, sustainability, governance, participation, inclusion and multilateralism are fundamental concepts in this context. The TRIPS (Trade-Related Aspects of Intellectual Property Rights) Agreement is an expression of solidarity among countries; among other issues, the authors highlight the importance of flexibility within the agreement so that technologies that are necessary for development can be better utilized. Following this line of thought, Guimarães and Côrrea, in **Propriedade intelectual e saúde pública: o papel da Agência Nacional de Vigilância Sanitária no patenteamento farmacêutico no Brasil [Intellectual property and public health: the role of the National Agency for Health Surveillance in pharmaceutical patenting in Brazil]**, discuss the legal issue of *prior consent* regarding patent applications in the pharmaceutical area. In discussing the dynamics of this process at a national level, the authors draw our attention to the controversies, frameworks and tensions that are inherent in the innovation process but that have different nuances within the particular context of health. Morel and colleagues finish this edition of *Reciis* with the article **Multi-user equipment, core-facilities and technological platforms: the evolution of organizational strategies for translational health research**, in which they explore *translational research* and the various infrastructure models and arrangements available to organizations to stimulate innovation and bridge the gap between research and practical applications. The authors propose a form of classification and categorization that will unify these components in health innovation systems, and they analyze the pioneering nature of Fiocruz in the development of a web platform for the planning, implementation and management of a translational research network spread across several Brazilian cities.

Finally, in the reviews, Guimarães and Corrêa present the film **Janelas da Alma [Window to the soul]** and Jafas and Amarante comment on **Aqui, doido varrido não vai pra debaixo do tapete [Here, the completely insane are not swept under the carpet]**.

**Happy reading to all.**