CONSTRUCTION OF A CORDEL FOR WOMEN'S AWARENESS REGARDING PAP SMEARS

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Abstract

Introduction: Cervical cancer is the most common cancer among women, reaching mainly people of lower socioeconomic level and with obstacles to access health services. Although cervical cancer has great potential for prevention through screening, many women are still afflicted with the disease because they are unaware of the purpose and importance of the Pap smear. Faced with this problem, cordel literature is an effective strategy for communication and promoting health. Objective: Build a cordel literature on the importance of undergoing and obtaining the result of the Pap smear.

Methodology: This is a methodological research related to the construction of an educational technology in the cordel mode. The research was carried out from August to November 2016. The construction of the educational materials followed Echer's (2005) precepts: submission of the project to the research ethics committee; bibliographic survey; preparation of the educational material; and, qualification or validation of the material by experts in the subject and representatives of the target audience. The present study used only the bibliographic survey, submission of the project to the research ethics committee and the elaboration of the educational material. Results: The bibliographic survey was carried out through the manuals of the Ministry of Health and an integrative review of the literature, resulting in the extraction of the data related to incidence, prevention and detection of CC, importance of the Pap smear, as well as its follow-up and guidance on the examination. From the results of the bibliographical survey, the stanzas were elaborated, consisting of the structuring of the content through verses and rhymes. The cordel format consists of 11 sextiles, six-versed stanzas, arranged as follows: the second, fourth and sixth verses have rhymes and the first, third and fifth are free verses promoting a logical and concise sequencing. Its title was: "Why undergoing and obtaining the result of the preventive examination? Get smart!". It approached in a playful, didactic manner and with a language adapted to the culture of the place of the population focus of the accomplishment of the preventive examination. Conclusion: The study presents the importance of creating educational technologies aimed at providing a simple and dynamic knowledge and empowerment for women about the examination and its importance in the prevention of cervical cancer, thus resulting in the women's better adherence to the Pap smear.

Keywords: Papanicolau Exam, Cancer of the Cervix, Literature of Twine, Educational Technologies.

1 INTRODUCTION

Cervical cancer (CC) is the third most common cancer in the world, accounting for approximately 9% of cases, and, in developing countries, this type of cancer is the most common. Worldwide, this cancer causes from 275,000 to 529,000 deaths. However, its distribution differs among countries, and low- or middle-income areas register 85% of cases [1].

The etiology of CC directly relates to environmental factors, lifestyle and social factors, such as the low socioeconomic conditions that are linked to the risk generators for its emergence. Furthermore, human papillomavirus (HPV) infection is an important association with the CC development. In addition, other factors are also considered risk factors, such as: contraceptive use, early sexual initiation, sexually transmitted diseases, multiple partners, multiparity and smoking [2,3].

The diagnosis and initiation of early treatment of invasive precursor and tumor lesions, especially in their early stages, is the most effective way to control this type of tumor. Therefore, the
cytopathological examination, also called the Pap smear, considerably increases the chances of cure, since it directly favors the early diagnosis of the lesions [4].

The Pap smear is a rapid, low-cost examination, with high specificity, with the power to promote effective diagnosis, contributing considerably to the prevention and reduction of the occurrence of inadequate treatments and interventions [5].

Women aged between 25 and 64 years old should undergo the screening test; however, the occurrence of this type of cancer in Brazil stands out in the 20-29 years-old age group, presenting the highest risk within the 45-49 years-old age group, making the recommendation of follow-up of these women relevant and necessary [6].

Although cervical cancer presents great potential for prevention through opportunistic screening, many women are still affected by the disease in Brazil, because they do not know the purpose and importance of the Pap smear [7].

Women who are unaware of the relevance of performing the Pap test tend not to associate it with a health practice and end up being vulnerable to possible cervical-uterine pathologies. In addition to the intrinsic difficulties of each woman to undergo the preventive examination, there are also those related to health services at the structuring level, and the great demand of women trying to schedule a consultation with few vacancies, which discourages the search for the examination, compromising the quality of assistance to these women [7].

In the context of women's difficulty in returning to the Pap smear, it is necessary to recognize that this preventive exam is important to guide the health professional's performance regarding the periodicity of the examination, the implementation of interventions and strategies for the early detection of this pathology [7].

Considering this background, health professionals have been using educational technologies in order to facilitate previously impossible tasks. In addition, they are used to develop and share knowledge, improve the exchange of experiences and increase the learning capacity of patients [8].

Thus, *cordel* literature consists of an educational technology, as well as an important means of communication since it expresses, in its verses and prose, a little of the Brazilian culture. Health professionals have seen *cordel* literature as a very interesting strategy in health communication and promotion, since it awakens people's attention through verses and rhymes, and can transmit health information in a playful way, for it has an accessible and easily understandable language, thus contributing to the effectiveness of knowledge transfer [9].

In view of this, the verses, when portraying the importance of the examination and the search for the result of the gynecological examination, become pertinent, since they may be contributing to the education of the population on the addressed subject and, thus, may intervene on the social, economic and political aspects [10].

The study becomes relevant since the creation of a *cordel* literature can be a valid instrument used by the nurse in the gynecological consultation seeking to promote the adhesion and knowledge in an innovative way regarding the accomplishment and search for the result of the Pap smear. Therefore, the objective of this work was to construct a *cordel* literature on the importance of undergoing and obtaining the result of the Pap smear.

### 2 METHODOLOGY

This is a methodological research related to the construction of an educational technology in the *cordel* mode. The process of constructing educational materials involves the following steps: submitting the project to the research ethics committee; bibliographic survey; preparation of the educational material; and, finally, qualification or validation of the material by experts in the subject and representatives of the target public. The present study used only the bibliographic survey, submission of the project to the research ethics committee and the elaboration of the educational material [11].

In the bibliographical survey, the search for articles related to the topic discussed in the elaboration of the *cordel* literature was carried out, which consists in the prevention of cervical cancer. The research resulted in the selection of the articles and manuals of the Ministry of Health that address the description of pathology, diagnostic forms, prevention and early detection, and especially the
importance of performing the preventive examination and the return of the woman to search for the result of this examination.

In the integrative review, a survey of articles in the Virtual Health Library database (VHL) was carried out. The following cross-references were used: Pap smear and Health Education. This phase included only articles in Portuguese that addressed the issue. Therefore, through this research, 29 articles were analyzed, being selected only five for the development of the integrative review.

In order to verify the greatest deficiencies in the information the women experience regarding the examination addressed in the cordel, the guiding question for the review was: What are the barriers that hamper the women’s adherence to the Pap smear?. Thus, the sample totaled five articles.

Knowing that integrative review aims at gathering, evaluating and synthesizing the findings of the search on certain topic in a systematic and orderly manner [12] the review allowed identifying and analyzing the main barriers that prevent the women’s adherence to the accomplishment of the Pap smear found in the literature, giving subsidy for elaboration of this cordel.

The construction of the cordel was carried out initially with the textual elaboration, followed by the elaboration of the cordel content.

The cordel literature is made by the people and for the people, with exclusive characteristics, being present in the routine of non-literate, semi-literate and studious [13]. By using simple language, it transmits relevant and necessary knowledge to the whole population in a clear and concise manner.

Thus, the language chosen for the construction of the cordel based on the popular, thus making the text body more attractive and better understandable by the target audience, enabling, in fact, women to absorb and understand the knowledge in a clear and objective way.

The construction of the cordel followed the norms recommended by previously study, which state that the cordel should present the second, fourth and sixth verses with rhymes and the first, third and fifth verses are free [14].

From the results of the bibliographical survey, the stanzas were elaborated, which consisted of structuring the content through verses and rhymes. The cordel format consists of 11 sextiles, six-versed stanzas, arranged as follows: the second, fourth and sixth verses have rhymes, and the first, third and fifth verses are free, promoting a logical and concise sequencing.

3 RESULT AND DISCUSSION

The title of the constructed cordel was: "Smart Woman is a Woman Who Prevents!". Its content addresses the function and importance of the preventive examination, as well as the need to know the result, clarifying to women that only performing it without the return to know the result is not effective and, much less, its simple realization protects them from developing uterine cancer.

Thus, two steps were taken to elaborate the cordel: bibliographical survey and elaboration of the cordel.

3.1 Bibliographic survey

The first step in the cordel construction process was the bibliographical survey, in which, in view of the search, the decision was to follow only the most recent manual entitled "Control of cervical and breast cancers", due to the most current recommendations of Ministry of Health for CC [15].

From this manual, aspects relevant to the construction of the booklet were approached, such as: Prevention and detection, relevance of the examination, pre-examination guidelines, recommended age range and importance of getting the examination result. It allowed realizing how important this data collection is, since the Ministry of Health manual is the main guide for health professionals, for it guides all actions, promoting the standardization and quality of the interventions [15].

After this analysis, one opted to complement the bibliographical survey through an integrative review on the subject, extracting from the articles questions related to article title, authors and main results. This review showed that many barriers hamper the women’s adherence to the Pap smear, which, consequently, ends up reflecting in higher incidence rates of the CC.
Among the difficulties reported in the articles, the women's insufficient knowledge about the examination is an important factor for their non-adherence, because they did not know the importance of the examination, the women did not associate its realization with a health practice [7, 16, 10].

The low socioeconomic status was also a detrimental factor in the adherence to the examination, because as the women's socioeconomic level decrease, the prevalence of women without coverage by the Pap smear significantly increase due to low educational level and lack of education [7, 16, 13].

Feelings of fear and shame also hamper undergoing the examination, since women express the embarrassment often associated with modesty as a feeling of lack of protection, fear, lack of mastery over their body and, when the examination is performed, they also fear its result, due to the possibility of the diagnosis of a sexually transmitted disease (STD) or even of the cancer itself [7, 16, 10].

The lack of attitude for self-care is also a contributing factor to the non-adherence to the examination. The demand for health care only occurs when they are already sick, suggesting that these women focus on the treatment and not on the prevention of diseases, influenced by the biomedical model that still prevails in the country [7, 16, 17].

In addition to the problems inherent in each woman, there are difficulties related to the structuring of health services regarding the accessibility and offer of care that are flawed, becoming an institutional barrier to access the Pap smear [7].

The insertion of women into the labor market also proved to be an obstacle to the examination, since this new reality of overlapping work activities and family care end up hindering women's access to the health service due to the incompatibility of working hours and health service [7, 16, 10].

3.2 Elaboration of the Cordel

Cordel literature has been a very beneficial resource for educational work with the goal of promoting health, made possible by the fact that it enables the exchange of knowledge between the population and science [13].

One believes, therefore, that the cordel literature is a communicative medium of great value for the development of health education, because, with its rhyme and verses, it is able to attract and conquer the readership, so that they understand more effectively the information [9].

Given the knowledge on the importance of the Pap smear, as well as the search for its result, we developed a cordel that addressed, in a simple and attractive way, this content, so that women have the necessary empowerment to influence themselves and the community the importance of the theme for the prevention, protection and promotion of the quality of life, thus reducing the rates of cervical cancer.

4 CONCLUSION

This scientific basis verified the importance of creating educational technologies that aim to provide, in a simple and dynamic way, knowledge and empowerment for women about the preventive examination and its importance in the prevention of cervical cancer, and may have repercussions on an increased adherence of women to the Pap smear.

It allowed perceiving the importance of the nurse as educator to develop educational activities for this specific population. The use of playful strategies facilitates the understanding of these women regarding the importance of the Pap smear, as well as its result.

Thus, the ideal is that health professionals awaken regarding the development of educational technologies aimed at this population, since they contribute to the improvement of knowledge and behavior change, consequently, reflecting in the incidence rates of the CC.

Among the limitations of the study, the non-search for a cordel specialist was the main one, since the researchers themselves elaborated the cordel, making the construction process more time-consuming. It is worth mentioning that, in the future, the aim is to validate the cordel, thus making it suitable for the use as a reliable educational tool for the promotion of women's health.
REFERENCES


