

UFF LICE IN ACTION: DISSEMINATING INFORMATION TO RAISE AWARENESS AND CONTROL PEDICULOSIS

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Abstract

Pediculosis is a public health problem that affects individuals regardless of gender or age, being more prevalent among schoolchildren in Brazil. Health education actions and social media are effective strategies for disseminating information about infections/infestations and diseases, helping with prevention. This study aimed to promote awareness about pediculosis through activities carried out in schools and municipal early childhood education units (UMEI), events inside and outside the university and posts on Instagram. From June to December 2024, a face-to-face workshop was held which included theater with a "hot lice" fixation activity, a flipchart with observation of lice under a microscope and a lecture followed by an interactive quiz, using dynamic and participatory approaches adjusted according to the age of the participants. Instagram posts were produced on Canva. The workshop was presented to 500 elementary school students from the Niterói municipal education, which was positively evaluated by teachers and students. A meeting was held with 16 people responsible for children from a UMEI using the flipchart, identifying the circulation of correct information and myths. Information about lice was presented at two events open to the community, one within the University and the other at a fair on the sports court of a private school. Both at the workshop and at the events, after interacting with the public, folders and fine-tooth combs were distributed. On Instagram, 14 posts, 13 stories and one reels were published, reaching 1258 accounts and obtaining 3264 views. The actions developed contributed to the dissemination of information about pediculosis with a leading role among undergraduate students, encouraged the adoption of protective behavior, demystifying myths and strengthening health education as a complementary strategy for controlling pediculosis and improving health conditions for schoolchildren and the community in which they are included.

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