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Book of Abstracts of the
3rd International Congress of Health and Well-being Intervention

Health, Well-being and Sustainable Development (ICHWBI 2023)



Coordination by:
Gustavo Desouzar

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This book contains information obtained from authentic and highly regarded sources. This is an edition made for publication of the works resulting from the ICHWBI2023 which are available on Congress website, where the reader will find a significant heterogeneity. Abstracts are ongoing or completed project-based research papers submitted by researchers from various academic degrees. This diversity is also found in the authors' scientific areas, reflecting on the variety of research themes presented at the Congress itself.

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Best regards

Gustavo Desouzart

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PERMA-H WELLBEING PROGRAM FOR THE ADHERENCE TO HEALTH BEHAVIOURS

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Background: Wellbeing could be the key determinant for adhering to health behaviours such as healthy eating and exercising. The PERMA model of wellbeing is a ground-breaking approach to understanding the five elements needed for individual optimal functioning and life satisfaction (1). These include positive emotions (P), engagement (E), relationships (R), meaning (M), and accomplishments (A). A sixth element, health (H), which includes physical exercise, a healthy diet and good sleep habits, has recently been added as research confirms that these also contribute to one's wellbeing. The use of the PERMA model in guiding interventions that enhance wellbeing is missing in the literature despite evidence of its utility (2). **Objective:** This presentation aims to promote a novel psychoeducational program based on the PERMA wellbeing model for the education and acquisition of wellbeing. **Methods:** The intervention consists of 6 weekly 90-minute sessions in which topics within the six PERMA elements are explored. The first PERMA-H wellbeing program is currently being conducted in Hospital da Prelada with a group of individuals with obesity that were selected through the psychosocial evaluation process of candidates for bariatric surgery. The six domains of wellbeing will be measured using the PERMA-Profiler (3) before and after the intervention. The objective of the intervention is to enhance psychological functioning as lower levels of stress are associated with a higher consumption of healthy food (4) as well as adherence to regular exercise (5) and to contribute to the knowledge on the effectiveness of wellbeing interventions and how they impact adherence to health behaviours.

Keywords: wellbeing, psychological intervention, health behaviours

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PUBLICIDADE A MEDICAMENTOS NÃO SUJEITOS A RECEITA MÉDICA EM PORTUGAL

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Introdução: A publicidade televisiva de Medicamentos Não Sujeitos a Receita Médica (MNSRM) é uma forma de comunicação em saúde comum. Porém, são escassos os estudos que explorem a quantidade, frequência e tipo de informação publicitada. **Objetivos:** Estudar a publicidade de MNSRM, em meio televisivo, em Portugal. **Métodos:** Estudo descritivo, com recolha de anúncios de MNSRM, por gravação, durante 10 meses, de canais gratuitos da televisão portuguesa (RTP1, SIC, TVI). **Resultados:** A publicidade a MNSRM é permitida em Portugal, desde que não sejam comparticipados pelo estado, contenham o nome do medicamento, denominação comum internacional ou marca; contenham informações para um uso seguro do medicamento; aconselhem a ler o folheto informativo [1]. Foram visualizados 5584 anúncios, correspondentes a 60 MNSRM diferentes. Todos os anúncios continham em rodapé, os cuidados, indicações de uso e questões de segurança, assim como a referência à necessidade de consultar um profissional de saúde em caso de dúvida, tal como referido na legislação. O grupo farmacoterapêutico 6 (Aparelho Digestivo) foi o mais publicitado (1901 anúncios), estando associado ao tratamento de condições de saúde comuns. O número de anúncios televisivos foi maior no Inverno (2186), assim como no horário da manhã (2729) e dias úteis (4277). **Conclusões:** Nos últimos anos, a publicidade a MNSRM tem assumido uma enorme importância, permitindo às empresas atingir os objetivos e diferenciarem-se dos demais concorrentes económicos. A análise dos anúncios publicitados é importante para que as informações sejam verdadeiras, não enganosas, e apoiem a tomada de decisão do consumidor e profissional de saúde [2].

Palavras-chave: MNSRM, Publicidade, Televisão, Portugal

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