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Título/Título/Title

Preventive medicine in pregnant women and newborns. Empowerment for better health indicators through community intervention

Medicina Preventiva em gestantes e recém-nascidos. Empoderar para melhores indicadores em saúde através de uma intervenção na comunidade

Resumo/Resumen/Abstract

In health, the society empowerment is associated with increased levels of health literacy. Through more and better knowledge and skills, individuals can make decisions on health care, appropriate behaviours to prevent disease and promote health, improving health indicators.

We developed a community intervention about Preventive Medicine (PM) aiming to inform and raise awareness about the importance of lifestyle and vaccination on their health, as well as on their babies.

With the aim of transmitting the information in a clear and appealing way we used a PowerPoint in online format. It was created two questionnaires to use during the meeting: one before the presentation and another after, to assess the influence of the Webinar on the target audience's opinion about PM.

Most participants do not have a well-defined opinion about the importance of PM. However, after, it was found that they were more enlightened, being able to demystify some doubts and fears associated with the subject, particularly vaccination.

Palavras-Chave/Palabras Clave/Keywords

Preventive medicine", "community intervention", "health literacy", "vaccination