

# Health Promotion, facing the perception of Zika, Dengue and Chikungunya Veracruz, Mexico

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The health-disease processes are determined by social, economic, political and cultural factors. These have an impact on quality and lifestyle of communities, and on relationship with nature and social territory.

An unfavorable example for the previously mentioned are the vector-born diseases (ETV) as Zika, Dengue, Chikungunya, Chagas, Leishmaniasis, among others, which constitute one of the main public health problems in Mexico.

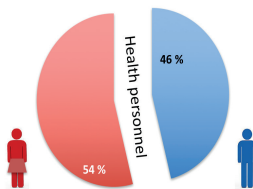
Veracruz has the ecological conditions for the presence of these vectors, in fact more than a third of the state's municipalities register dengue patients annually; in 2015 has recorded Chikungunya and Zika this year.

In order to show the interinstitution work, accomplished through Educational Communication as a diffusion mechanism that encourages responsible participation in collective and individual activities for dengue-chikungunya transmitting mosquito breeding grounds elimination.

This study was driven with a sample of 2000 people of Health Services under the research projective approach. It was applied a previous survey before receiving the briefing based on the perception of the risk of illness and another one at the end.

## Results

The initial (previous the session) and final (at the end) instrument, was applied to 20% of attendees for convenience; the average age was 40 years, 54% were women and 46% were men (Graphic 1).



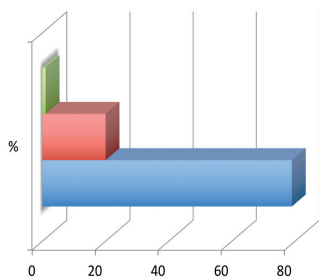
Graphic 1. % of men and women who participated in educational sessions. Source.- Instruments calculating basis (perception questionnaires 2015)

Of those surveyed, report that the reason for attending:

79% to be informed

20% co-responsibility to participate in this public health problem

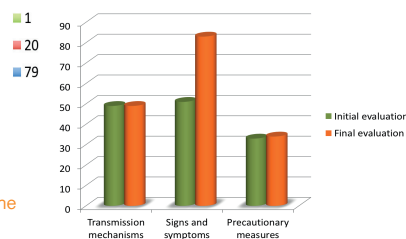
1% it was an indication. (Graphic 2)



Graphic 2. -% of reason for attending the session. Source.- Instruments calculating basis (perception questionnaires 2015)

In general knowledge of the two issues, in the initial instrument 41% answered properly, while at the end, the result was 47%; it means just 6% more than initial percentage.

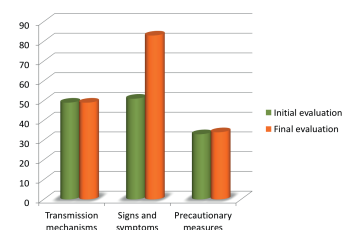
The significant difference evidenced in the before and the after, belong to the distinction between dengue y chikungunya. (Graphic 3).



Graphic 3. -% of Basic knowledge of topics Source.- Instruments calculating basis (perception questionnaires 2015)

Regarding to the identification of mosquito larvae breeding, in the initial survey the 33% identifies them; however there was no significant change at the end of the session (34%).

At the end of the sessions 93% recommend assistance to them; 32% promised to disseminate the topic, 30% to identify breeding sites in their homes - workplaces and 31% to eliminate breeding grounds, and 7% did not describe any commitment. (Graphic 4).



Graphic 4. -% of Commitments Source.- Instruments calculating basis (perception questionnaires 2015)

When designing and producing multimedia tools that combine audio and video, provides a homogeneous learning, according to the times where technology comes a great value, leaning of the imagination and interest of those attending these sessions.

The perception of previous attendees, betrays a lack of interest in attending the sessions putting workloads ahead of this activity, believe that anticipatory and preventive activities are others responsibility, that this public health issue only corresponds to this sector. So how fumigation is the only answer to end with this vector.

Without breeding grounds farms, there will not be larvae, without larvae there will not be Zika, Dengue and Chikungunya

