



# saludando

## SALUDANDO: TELEVISION AND MOBILIZATION.

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It may be worth noting that Saludando (in English: the progressive verb greeting) is a play on words in Spanish, one that unifies the term for to greet (i.e., a saludar) with the word for health (la salud).

### Methodology:

**TV program:** An unconventional doctor (without white lab coat and stethoscope) visits different homes in the region to talk with the protagonists (ordinary people) about their life stories, seeking to recognize their popular knowledge and practices to build and recreate their realities to maintain and improve their welfare. Such conversation is woven while performing an activity of daily life of the protagonist, like cooking, playing sports, or taking a walk around the neighborhood.

### Summary:

Saludando was born as an edutainment strategy in Medellín's el Parque de la Vida (i.e., Park of Life) to promote health concepts from a positive outlook that seeks to break the traditional biomedical approach (i.e., focusing on the disease) and expand the concept to an integral view that infers the welfare and enjoyment of life.



**Mobilization** The strategy reaches its target audience using educational activities as community workshops raised from a methodology of experiential education; using

festivals and artistic street performances in the city and in the region; and using a digital strategy that articulates messages, produces content in health promotion, and facilitates interaction. Goals of the strategy include seeking to strengthen discourse and generating a synonymous relationship between saludando and care, enjoyment, and wellbeing based on the premise that health begins with basic actions, such as smiling at life despite the difficulties, building positive relationships with others and with the environment, preparing a recipe for the whole family, or just dancing to the music you like.

### Results:

- ▶ Promotion of interdisciplinary work and knowledge dialogue about health and wellness.
- ▶ Empowerment of the individual as an active manager of their life and their health.
- ▶ Positioning of the community as a protagonist in the construction of proposals and messages for the TV program.
- ▶ Identification of the community with the format and transmitted messages.
- ▶ Contribution to the transformation of ideas and imaginaries about health.
- ▶ Replace the antiquated, formal image of doctors from hospitals to one of a social and community-involved doctor who interacts more with people, their stories, and their contexts.

