



**Faculdade de Ciências Médicas  
UNIVERSIDADE NOVA DE LISBOA**

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**Educação para a Saúde**

**MÉTODOS DE PERSUASÃO E  
DISSUASÃO**

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José Luís Castanheira, 2005



# PERSUADIR

Grande Enciclopédia Portuguesa e Brasileira

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Levar a crer; levar à persuasão, determinar a vontade de

Levar ou induzir a crer, a aceitar ou a fazer

Levar a convicção ao ânimo de alguém, convencer

Aconselhar, induzir

Decidir, determinar, dispor a fazer, a praticar

Levar alguém a acreditar, a convencer-se.



# Métodos de persuasão e dissuasão

- Prémios, recompensas e reconhecimentos
- Castigos, multas e penalizações
- Lendas, contos, fábulas, canções, etc.



# Organização Mundial da Saúde

Alma-Ata, 1978

*As pessoas têm o direito e o dever de participar individual e colectivamente no planeamento e na implantação dos seus cuidados de saúde.*



# AN ETHICS FRAMEWORK FOR PUBLIC HEALTH

*KASS Nancy E. Amer J Public Health 2001, 91(11):1776-82*

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1. What are the public health goals of the proposed program?
2. How effective is the program in achieving its stated goals?
3. What are the known or potential burdens of the program?
4. Can burdens be minimized? Are there alternative approaches?
5. Is the program implemented fairly?
6. How can the benefits and burdens of a program be fairly balanced?



## PRINCIPLES OF THE ETHICAL PRACTICE OF PUBLIC HEALTH (1)

*APHA. Amer J Public Health 2002, 92(7):1057-9*

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1. Public health should address principally the **fundamental causes of disease and requirements for health**, aiming to prevent adverse health outcomes;
2. PH should achieve community health in a way that **respects the rights of individuals in the community**;
3. PH policies, programs and priorities should be developed and evaluated through processes that ensure an **opportunity for input from community members**.
4. PH should advocate for, or work for the empowerment of disenfranchised community members, ensuring that the basic resources and conditions necessary for health are **accessible to all people in the community**.
5. PH should **seek the information needed** to implement effective policies and programs that protect and promote health.
6. PH institutions should **provide communities with the information** they have that is needed for decisions on policies or programs and should obtain the community's consent for their implementation.



## PRINCIPLES OF THE ETHICAL PRACTICE OF PUBLIC HEALTH (2)

*APHA. Amer J Public Health 2002, 92(7):1057-9*

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7. PH institutions should **act in a timely manner** on the information they have within the resources and the mandate given to them by the public.
8. PH institutions programs and policies should **incorporate a variety of approaches** that anticipate and respect diverse values, beliefs and cultures in the community.
9. PH programs and policies should be implemented in a manner that most **enhances the physical and social environment**.
10. PH institutions should **protect the confidentiality of information** that can bring harm to an individual or community if made public. Exceptions must be justified on the basis of the high likelihood of significant harm to the individual or others.
11. PH institutions should ensure the **professional competence** of their employees.
12. PH institutions and their employees should engage in collaborations and affiliations in ways that build the **public's trust and the institution's effectiveness**.



# **CODE OF ETHICS FOR THE HEALTH EDUCATION PROFESSION**

Journal of Health Education 2000, 31(4):216-7

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- I. Responsibility to the public.**
- II. Responsibility to the profession.**
- III. Responsibility to employers.**
- IV. Responsibility in the delivery of health education.**
- V. Responsibility in research and evaluation.**
- VI. Responsibility in professional preparation.**