16 - RESPONSIBILITIES AND PROFESSIONAL IMPORTANCE OF PHYSICAL EDUCATION IN PUBLIC HEALTH

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doi:10.16887/87.a1.16

ABSTRACT
The insertion of the Physical Education Professional into healthcare is a recent and very important battle for the life quality of the general population. The research objective was to raise references that show the importance and responsibilities that the Physical Education professional takes concerning public healthcare. Therefore, literature research was conducted so as to endorse our research and we realized that with the admission of Physical Education professionals in the National Health System through SCFH (Support Center for Family Health) it is possible to check the benefits this professional can bring to the population. Furthermore, it is important that physical activity guided by a skilled professional has the most suitable effects for the person who practices it, as there is an entire control over the variables of training. In SCFH, each professional must be committed to their work according to their specific area and, within it, the Physical Education professionals should work in order to develop the full individual, having the main objective of promoting health among the population. Also, the work of this professional within healthcare should be aimed at the physical, mental and social well-being, achieving the proper balance between all these variables. Starting from the importance the physical education professional takes on public healthcare, particularly in stimulating new lifestyle in people, it is suggested new research highlighting on this matter and supporting new ideas related to health promotion.

Keywords: Physical Education Professional – Public Healthcare – Health Promotion.

INTRODUCTION
The insertion of the Physical Education Professional into healthcare is a recent and very important battle for the life quality of the general population. The lack of physical activity, inappropriate eating habits and smoking, factors related to lifestyle, are already responsible for over 50% of the total risk of developing some kind of chronic disease in developed, under development and undeveloped countries (SANTOS, 2008).

Based on this data, it is evident the importance of creating a habit of stimulating a more active lifestyle in the population and somehow having control and decreasing of these numbers, since, according to Oliveira, Oliveira & Postigo (2011), the sedentary lifestyle shows as one of the main risk factors for developing chronic diseases.

Having faced these problems, the government introduced a project which aimed to improve the population's life quality by reducing the number of chronic diseases and implementing primary healthcare. This project, established in 1994, is the Family Health Program (FHP), that had as strategies acting on the level of healthcare, promoting health, preventing diseases, rehabilitating, reorganizing services and orienting professional practices.

Within this project, there are support groups so that the objectives are met and professionals organized in their roles as the Support Center for Family Health (SCFH). The duties of SCFHs are based on health promotion in order to ensure physical, mental and social well-being conditions, consisting of multidisciplinary teams in various areas, into which the Physical Education professional is inserted (BRASIL, 2009).

This way, the Physical Education professional is acting directly for the purpose of SCFHs, developing activities that aim at the physical well-being, health promotion, health protection and recovery, also linked to people's social and mental well-being, developing individuals as a whole.

Thus, the physical education professional who works in public healthcare must always be attentive to the creation of an environment that is linked to the project objectives, so the public served notices the importance that the practice of guided physical activity has and who can leave the sedentarism aside.

It is professional task of Physical Education to develop activities that work and improve the individual as a whole, making the practice of activity accessible to the general population.

PUBLIC HEALTHCARE
According to Castiel (2008), the public healthcare term can contribute to several discussions regarding its definition and can be verified with other terms, such as collective health and social-preventive-communitarian medicine.

In general, the public health setting is, for many, not well defined and it is observed that many authors assume similar and even summative positions concerning the definition of another author. Rocha & Cesar (2008) report that public health might be considered:

- The science and art of preventing diseases, prolonging life and promoting physical and mental health [...] aimed at sanitation, community infection control, education of the individual within personal hygiene principles, the organization of medical services and nursing for early diagnosis and disease treatment of disease and the development of social mechanisms to ensure every person in the community a living standard that is adequate for the maintenance of health (ROCHA & CESAR, 2008, p.28).

This definition mentioned by these authors was proposed by Winslow (1877-1957) and can be complemented by the definition of Pires Filho (1987) that considers this is a different field and distinguished from others, once it turns to the collective and requires specific and differentiated knowledge on health practice:

It has its own rationality, in general, of exclusive domain of those who are initiated it, on whom also rests the responsibility of supplying and enrichment of this basic and scientific instrument. This point of view conforms and includes a type of technical understanding of the matter, since it tends to reduce it to a dimension that, in general, does not transcend the limits of medical, administrative and planning sciences (PIRES FILHO, 1987, p.3).

The author also mentions that public health should be treated as a sector of society itself and must be given due importance, as well as education, housing and also the understanding of this part of society, based on the comprehension of the current laws that rule it (PIRES FILHO, 1987).

For Fonseca (2007), public healthcare corresponds to actions that meet the interests that the state has in the most diverse
ways of political organization and society itself. In order to organize health systems and control the incidence of diseases in population, knowledge can be applied, whether medical or not, through interventions and procedures to accomplish this goal, such as taking a set of measures to prevent, maintain or restore the health of the population of a particular state.

THE PHYSICAL EDUCATION PROFESSIONAL PRACTICE IN HEALTHCARE
Based on the problems observed in society related to healthcare, the government presented a project designed to raise people's life quality and also improve primary healthcare with the creation of Family Health Program (FHP). In 1994, the Government Federal began to put it into practice.

FHP is a program that brings together strategies to organize services and guide professional practices regarding care, rehabilitation, disease prevention and health promotion (OLIVEIRA, OLIVEIRA & POSTIGO, 2011). PSF objectives are focused on the performance in primary healthcare, linked with the objectives of the National Health System, serving everyone in a full and decentralized way, offering actions in accordance with the population needs in an effective and efficient way within basic health units and each person's home (BRASIL, 1997).

Among the strategies which FHP is responsible for, there are support groups, such as the Support Center for Family Health (SCFH), which aims to join the family health teams and organize discussions, meetings and treatments, to ensure physical, mental and social well-being conditions for the people who receive it (SANTOS, 2008; OLIVEIRA, OLIVEIRA & POSTIGO, 2011).

SCFH is divided into nine strategic areas, all linked to FHP, for instance, physical activity/body practices, rehabilitation, mental health, social service, food and nutrition, complementary and integrative practices, children, teenager and youth health, women health and pharmaceutical assistance (OLIVEIRA, OLIVEIRA & POSTIGO, 2011). As for the modalities of SCFH, the subdivision is performed in SCFH 1 and SCFH 2. In the first group, at least five professionals with higher education, as a psychologist, social worker, pharmacist, physical therapist, speech therapist, Education Professional physics, Dietitian, Occupational Therapist, Gynecologist Doctor, homeopath, acupuncturist, pediatrician and psychiatrist are needed. On the other hand, SCFH 2 must be composed of at least three top-level professional other than SCFH 1, like Physical Education professionals, pharmacists, physical therapists, social workers, speech therapists, occupational therapists, nutritionists and psychologists (OLIVEIRA, OLIVEIRA & POSTIGO, 2011).

With the creation of SCFH, the Physical Education professional was inserted into the primary healthcare and plays a key role, especially in promoting individuals, objectives directly linked to the FHP. Among the many benefits that the practice of regular and targeted physical activity can bring in short and long-terms concerning physiological psychological and social levels, for the person performing it, we can mention the improvement in muscle toning, strength, assisting in daily life activities, flexibility, coordination and the various components of physical fitness in general, as well as improved circulation and oxygen utilization, stress and anxiety decrease, and socialization capacity (GUEDES & GUEDES, 1998; MCArDLE, KATCH & KATCH 2003; KRAEMER, FLECK & DESCHENES, 2015).

All these objectives mentioned above can be developed by Physical Education professionals working directly with health, consequently contributing to reducing risks of obesity, heart disease, diabetes, hypertension, osteoporosis, and other chronic diseases, in addition to promoting improvement in mental health of the individual, also helping in depression (DIAS & DEVELOPERS, 2007).

According to Ministry of Health, it is recommended to move at least 30 minutes a day, five or more days a week in order to develop physical fitness, indications which are already consensus in most universally recognized health organizations (BRASIL, 2009). However, within SCFH, thinking on health promotion, there is an emphasis on the importance of working the other dimensions of the human being, such as the sociological and psychological ones. Following this line of thought, the Physical Education professional inserted in healthcare has the function to develop activities that will provide the improvement in the individual as a whole, whether physical, mental or social, also improving the population's life quality.

FINAL CONSIDERATIONS
With the inclusion of Physical Education professionals in National Health System through SCFH it is possible to see the importance of this professional towards public healthcare and the benefits this professional can bring to the general population.

In SCFH, each professional must be committed to their work according to their specific area and within it, the Physical Education professionals should work aimed at developing the full individual, having the main objective of promoting health. The Physical Education professional has the duty to implement and develop activities that cause physiological, psychological and social changes, helping to improve the daily physical performance of the population and reducing the risk of chronic diseases incidence, such as diabetes, hypertension, osteoporosis, coronary heart disease, and to promote an improvement in the mental health of the individuals that are reached.

Furthermore, it is important to mention that physical activity has its benefits, however, physical activity guided by a skilled professional shall have the most suitable effects on the person who practices it, as there is an entire control over the training variables.

Starting from the importance that the physical education professional has on public healthcare, particularly in stimulating new lifestyle, it is suggested new research that will highlight this matter and that support new ideas related to health promotion.

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A inserção do Profissional de Educação Física em el área de la salud es una batalla reciente y de gran importancia para la calidad de vida de la población en general. El objetivo de la pesquisa fue traer referencias que enseñen la importancia y las atribuciones que el profesional de Educación Física asume delante la salud pública. Para eso, fueron realizadas busquedas en la literatura para que pudiéramos basar a nuestra pesquisa y notamos que, con la entrada del Profesional de Educación Física en el Sistema Único de Salud por medio del NASF (Núcleos de Apoio à Saúde da Família) es posible percibir los beneficios que este profesional puede traer para la población. Además, es importante enfatizar que la actividad física orientada por un profesional con capacitación para la persona que la practica, una vez que hay un control sobre las variables del entrenamiento. En el NASF, cada profesional de Educación Física debe comprometerse con su trabajo de acuerdo con el área específica y, dentro de ella, el profesional de Educación Física debe trabajar con el objetivo de desarrollar el individuo en su todo, llevando con él la intención principal que es promocionar la salud de la población atendida. También los trabajos de ese profesional en la salud deben ser direccionados a bien estar físico, mental y social, conquistando la armonía adecuada entre todas esas variables. Partiendo de la importancia que el profesional de la Educación Física asume en la salud pública, principalmente en la estimulación de nuevos estilos de vida de la población, se sugiere la realización de nuevas pesquisas que enfatizan ese tema y que subsidién nuevas ideas direccionadas para la Promoción de la Salud.

Palavras chave: Profesional de Educación Física – Salud Pública – Promoción de Salud.

RESUMO

A inserção do Profissional de Educação Física em meio à área da saúde é uma batalha recente e de suma importância para a qualidade de vida da população em geral. O objetivo da pesquisa foi trazer referências que enseñen a importância e as atribuições que o profissional de Educação Física assume diante a saúde pública. Para isso, foram realizadas buscas na literatura para que pudéssemos embasar nossa pesquisa e percebemos que, com a entrada do Profissional de Educação Física no Sistema Único de Saúde por meio do NASF (Núcleos de Apoio à Saúde da Família) é possível perceber os benefícios que este profissional pode trazer para a população. Além disso, é importante ressaltar que a atividade física orientada por um profissional capacitado surte os efeitos mais adequados para a pessoa que a pratica, já que existe todo um controle sobre as variáveis do treinamento. No NASF, cada profissional deve comprometer-se com seu trabalho de acordo com área específica e, dentro disto, o Profissional de Educação Física deve trabalhar com o objetivo de desenvolver o indivíduo inteiramente, levando consigo o intuito principal de promover a saúde da população atendida. Também, os trabalhos desse profissional em meio à saúde devem ser voltados ao bem-estar físico, mental e social, conquistando a harmonia adequada entre todas essas variáveis. Partindo da importância que o profissional de Educação Física assume na saúde pública, na estimulação de novos estilos de vida da população, sugere-se a realização de novas pesquisas que salientem acerca deste assunto e que subsidiem novas ideias relacionadas à Promoção da Saúde.

Palavras chave: Profissional de Educação Física – Saúde Pública – Promoção da Saúde.