

OUTREACH ACTIVITIES OF INCT-INOFAR

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INTRODUCTION

A Medicine is an essential instrument to correction, maintenance and promotion of health. Thus, the access to medicines represents an important social inclusion factor, being an expression of citizenship and also depends on drug availability - the active ingredient contained in the medicine.

The National Institute of Science and Technology of Drugs and Medicines (INCT-INOFAR) brings together nationwide scientific expertise in pharmaceutical innovation (radical innovation) and generic pharmaceuticals (incremental innovation).

MISSION

INCT-INOFAR has as its main goal to coordinate different research subprojects in the theme of the complex chain of innovation in pharmaceuticals and medicines. A second challenge of INCT-INOFAR is coordinate outreach activities related to critical conscience in the save use of medicines. For this, INCT-INOFAR has created the “Portal dos Fármacos” (www.portaldosfarmacos.ccs.ufrj.br), a website where publicizes its research activities and its Health Education materials are available.

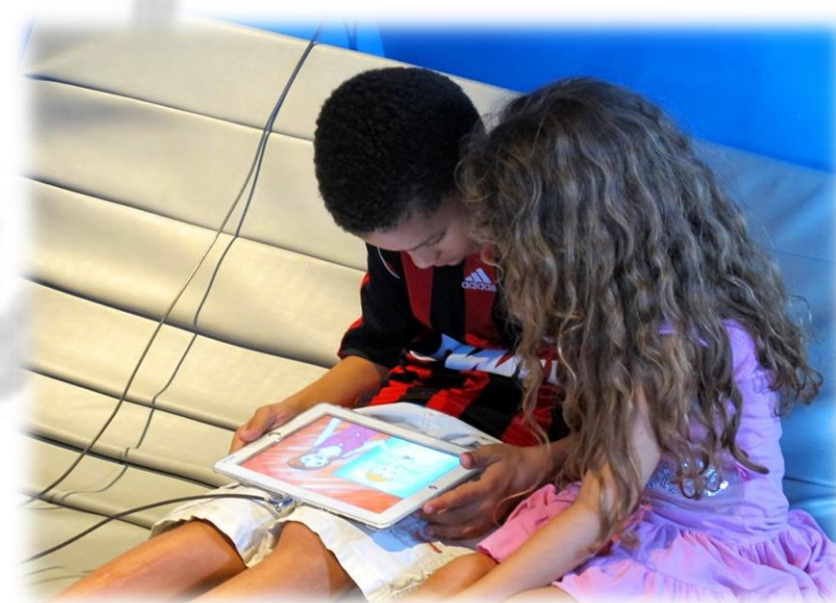


METHODOLOGY

With colorful illustrations and a simple and dynamic language, the booklets “Commandments of the Correct Use of Medications, “the Correct Use of Antibiotics and The Correct Use of Antiinflammatory” were published in order to promote the save use of medicines.



In a cartoon form, the booklet “Joey’s crew in: The correct use of Antibiotics” talks about the risk of the incorrect use of medications, showing common practices that contribute to increasing bacterial resistance. The booklet has been approved by the National Agency of Sanitary Regulation (ANVISA).



The cartoons published on the Pharmaceuticals Portal have been turned into puzzles. Ten different versions of these theme toys have already been produced. The goal is that by assembling the puzzles, children will become aware of the risks involved in taking medicines. There is one more toy: “The Human board game”.

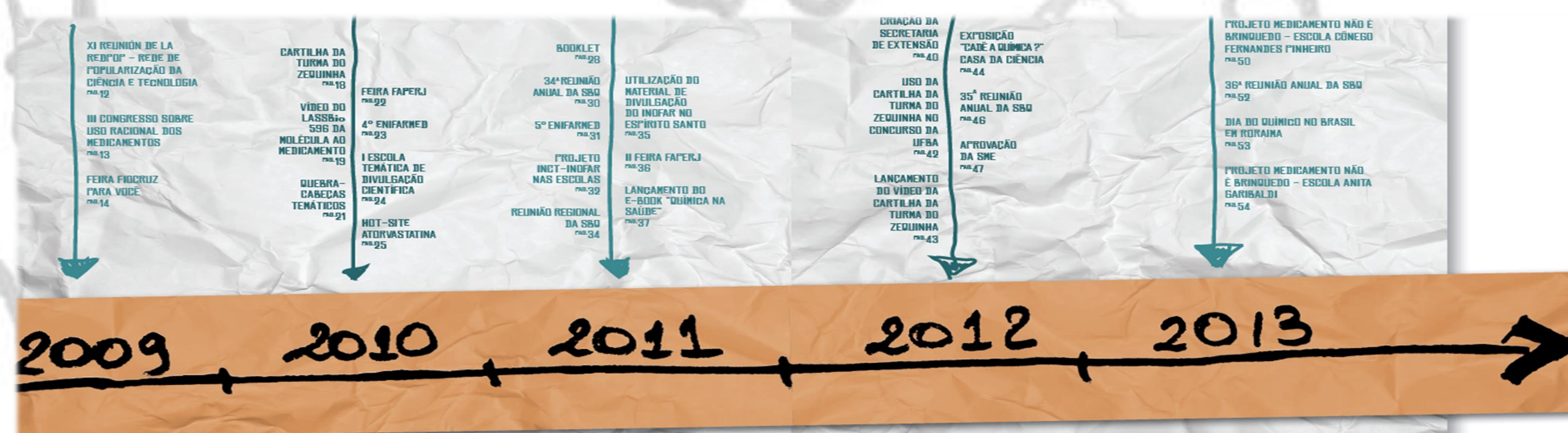
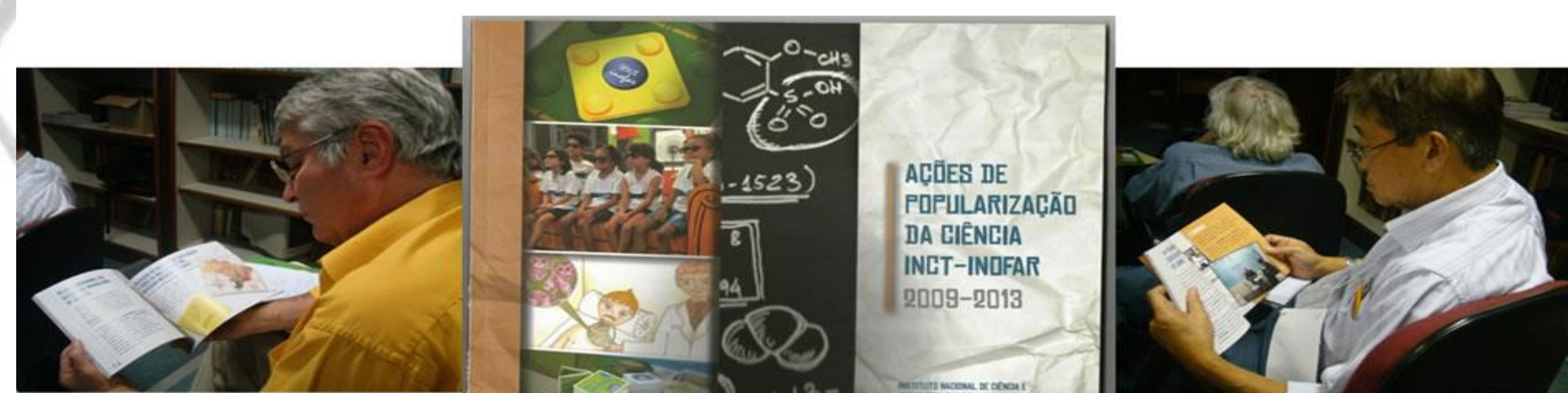


Aware of the potential of children to spread knowledge acquired among friends and family, INCT-INOFAR invests in Health Education initiatives that try to create, among the young, awareness on the rational and safe use of medicines. INCT-INOFAR is now formally authorized to develop its Health Education work in the 177 child education centers and schools of the municipal educational network in the 4th CRE region.



RESULTS

The complete drug and medicines sciences portfolio of INCT-INOFAR outreach actions to publicize and popularize science, including the events as the “Action of Science awareness and Health Education 2009-2013”.



REALIZATION

