

MUSICAL VIDEOS AS A HEALTH PROMOTING ACTION DURING THE COVID-19 PANDEMIC

VÍDEOS MUSICAIS COMO AÇÃO PROMOTORA DE SAÚDE DURANTE A PANDEMIA DE COVID-19

LOS VIDEOS MUSICALES COMO ACCIÓN PROMOTORA DE LA SALUD DURANTE LA PANDEMIA DEL COVID-19

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ABSTRACT:

Objective: to share the experience of the construction of music videos as a health-promoting action during the pandemic of COVID-19. **Method:** this is an experience report about the creation and dissemination of music videos, of an extension program of the nursing course, of a public university in the south of Brazil. The videos were created in December 2020, on the occasion of Christmas, and in March 2021, for the International Women's Day. **Results:** with the dissemination of the videos through social media, it was possible to reach different audiences from different parts of Brazil and the world, which aroused reflections and feelings such as gratitude, hope and joy. **Conclusion:** the creation of music videos is a health promotion strategy, especially in pandemic times, being able to provide moments of pleasure and distraction. Thus, other health institutions are encouraged to use this tool as a form of care. **Descriptors:** Health Promotion; Music; COVID-19; Pandemics; Audiovisual Aids; Nursing.

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RESUMO:

Objetivo: compartilhar a experiência da construção de vídeos musicais como ação promotora de saúde durante a pandemia de COVID-19. **Método:** trata-se de um relato de experiência acerca da criação e divulgação de vídeos musicais, de um programa de extensão do curso de enfermagem, de uma universidade pública do Sul do Brasil. Os vídeos foram criados em dezembro de 2020, na ocasião do Natal e em março de 2021, para o Dia Internacional da Mulher. **Resultados:** com a divulgação dos vídeos por meio das mídias sociais, foi possível atingir diferentes públicos de diversos locais do Brasil e mundo, o que despertou reflexões e sentimentos como gratidão, esperança e alegria. **Conclusão:** a criação de vídeos musicais é uma estratégia de promoção à saúde, sobretudo em tempos pandêmicos, sendo capaz de proporcionar momentos de prazer e distração. Assim, incentiva-se outras instituições de saúde a utilizar essa ferramenta como forma de cuidado.

Descritores: Promoção Da Saúde; Música; COVID-19; Pandemias; Recursos Audiovisuais; Enfermagem.

RESUMEN:

Objetivo: compartir la experiencia de la construcción de vídeos musicales como acción promotora de la salud durante la pandemia de COVID-19. **Método:** este es un relato de experiencia sobre la creación y difusión de videos musicales, de un programa de extensión del curso de enfermería, de una universidad pública del sur de Brasil. Los vídeos se crearon en diciembre de 2020, con motivo de la Navidad, y en marzo de 2021, para el día internacional de la mujer. **Resultados:** con la difusión de los videos a través de las redes sociales, fue posible llegar a diferentes públicos de diferentes partes de Brasil y del mundo, lo que despertó reflexiones y sentimientos como gratitud, esperanza y alegría. **Conclusión:** la creación de videos musicales es una estrategia de promoción de la salud, especialmente en tiempos de pandemia, pudiendo brindar momentos de placer y distracción. Así, se anima a otras instituciones de salud a utilizar esta herramienta como una forma de atención.

Descriptorios: Promoción de la Salud; Música; COVID-19; pandemias; Recursos Audiovisuales; Enfermería.

INTRODUCTION

Due to the pandemic situation, imposed by COVID-19, protective measures were established such as social distancing, use of masks and hand hygiene habits, imposing changes in people's daily lives. During the fight against the pandemic, the population sought strategies to develop their activities and maintain social distancing, highlighting the greater use of technology, as it made it possible to bring people together, even geographically distant ones. Thus, we sought to alleviate the

homesickness of family and friends, as well as develop work and student activities.¹

To alleviate fear, sadness, stress, among many other repercussions of the pandemic, health professionals began to use instruments to promote the health of the population. Health promotion is understood, in accordance with the National Health Promotion Policy (PNPS), as a set of actions that aim at the completeness, autonomy and uniqueness of the individual, providing care for oneself and others, in search of make decisions for a healthy life.²

As described in the PNPS, in accordance with the Ottawa Charter, health determinants are fundamental to an individual's well-being, as is happiness, which influences quality of life. However, with the pandemic scenario, negative feelings were highlighted, making it necessary to create strategies and approaches, with a view to minimizing the losses caused by the period.^{2,3}

One way to promote health is through music, since it is a low-cost tool, with a high therapeutic effect, capable of influencing physical, psychological and social well-being, instigating sensations, memories and feelings.^{4,5} In this sense, the Musicagem extension program, of the Nursing Course at a public university in the South of Brazil, started to use music as a health promoter in the hospital space for hospitalized people, their companions and professionals who work in two hospitals public services in a municipality in the west of Santa Catarina. This program began in 2018, with the participation of eight academics and two teachers, who sing and play songs in the hospital rooms and corridors.

However, given the pandemic situation, it became urgent to reinvent ourselves to continue the actions of the aforementioned extension program. From then on, the idea of creating music videos to promote them in the hospital space

emerged. With the promising results, this article emerged with the aim of sharing the experience of creating music videos as a health-promoting action during the COVID-19 pandemic.

METHOD

This is an experience report related to the performance of the Musicagem extension program, at a public university in the South of Brazil, based on the theoretical assumptions of health promotion.

In the pandemic scenario, the extension program team was unable to enter the hospital space. Starting in May 2020, it was planned to create several music videos, recorded in each member's family environment, aiming to reach hospitalized people and health professionals, who needed a welcoming moment in the face of the pandemic situation. It is worth noting that this report will share the experience of creating only two videos among the many made, namely: one developed in December 2020, in celebration of Christmas; and another prepared in February 2021, alluding to International Women's Day.

For the Christmas video, the extension program team defined that the music and images should refer to the meaning of love, considering Christmas as a reflective and festive moment in society. However, during the pandemic, many families could not get together, making it a year of few hugs and

hidden smiles. After extensive discussion, we opted for the song translated into Portuguese “Então é Natal”, an original composition by John Lennon and Yoko Ono.

For the second video, in celebration of International Women's Day, the song “Esperando na Janela”, composed by Blanch, was set, which reveals several meanings of women. For the video, images of women portraying various professions were included, who left their homes and families during the COVID-19 pandemic to work for society.

To organize the videos, the extension program coordinator, nurse, teacher, with musical experience, recorded an audio that served as a guide for the other students. Thus, the members were instructed to record, with their cell phones, a video of themselves singing the chosen songs. However, to standardize and qualify the recordings, some general aspects were defined, such as: video in a horizontal direction, with a clear background and in a silent environment. With the individual videos ready, the audio editing phase began, with the support of the free Shotcut® program, which sought to unify the instruments with the voices of the entire Musicagem team.

To open the Christmas video, a member of the extension program team gave a brief message addressing the lack of face-to-face hugs at Christmas 2020, but with the presence of love, in a time of reflection and

profound transformations in society. At the opening of the video for women, the extension program coordinator gave a brief message, paying special tribute to the women who left their homes to work in the fight against COVID-19.

With the videos finalized and approved by all members, the dissemination process began among health professionals and hospitalized people, with the support of the coordinators of the two hospitals. Then, the extension program team decided to also publicize it on social networks such as Youtube®, Instagram®, Facebook® and WhatsApp®, on the university website, in other hospitals, at the opening of scientific events online, churches, health departments health and education in different municipalities.

Regarding ethical aspects, all members of the extension program signed a form authorizing the use of their image. It is noteworthy that based on the actions of this extension program, a research project was organized, in search of scientific evidence on the use of music as a health promoter, approved by the Research Ethics Committee of a public university in Santa Catarina on September 9, 2021, under opinion no. 4,960,473 and Certificate of Presentation of Ethical Assessment (CAAE): 50504521.4.0000.5564.

RESULTS AND DISCUSSION

As a result of COVID-19, there have been numerous changes in the daily lives of Brazilians, such as working from home, the impossibility of taking children to school, daily activities using technological tools and unemployment due to the country's economic situation.⁶ Because of this, A sudden adaptation was necessary, resulting in countless uncertainties, fears and anxieties that shook society, making it necessary to take care of the mental health of the population under confinement.⁶

In this scenario, health-promoting actions became relevant, with a view to reducing the stress generated in coping with the pandemic. It should be noted that music integrates perfectly into the pandemic context, as through it it is possible to promote some needs in society, with the awakening of feelings such as happiness, hope, tranquility and love, which are achieved through the melody and lyrics of the songs. songs, being an economical action that is easily accepted by the population.⁷

Music promotes biopsychosocial and spiritual care, providing well-being with the release of the expression of feelings, which stimulates encouragement, cheer, affection, making it possible to alleviate stress, anxiety and sadness.⁸ The presence of Music in the hospital setting has the potential to relax, reduce sadness, sharpen the senses, transforming the environment into a more

welcoming place, both for patients and professionals who work there.⁹

It is worth noting that the Ottawa Charter represents one of the main references for the development of strategies and actions in the area of health promotion, reaffirming that it encompasses a complexity that goes beyond health services, which highlights the need for various intersectoral actions for its implementation. construction. Therefore, it is necessary to move forward with health promotion programs and initiatives that seek to strengthen individuals and communities, from a critical perspective, enhancing the processes of transformation and autonomy of people over social reality.² In line with these ideals, the PNPS, created in 2006 and reformulated in 2014 and 2017 in Brazil, it defends the population's quality of life through integrated and intersectoral actions, seeking to enhance expanded forms of health intervention and achieve equity.²

From this perspective, even with different approaches, both videos acted in an intersectoral manner, first being publicized in the hospitals where the extension program was already operating. However, as they were also released on social media, the videos reached different areas of society, such as schools, hospitals, churches, openings at scientific events and health and education departments in different municipalities. Furthermore, on Instagram®,

on the Youtube platform, on Facebook® and through WhatsApp®, the music videos had countless hits, making it impossible to count the exact number of reproductions and views, which surprised the program team given the expansion that the action provided, thus expanding the horizons of extension work with the support of information and communication technology (ICT).

In view of this, the importance of using ICT is noted, as it made it possible to expand creativity, interact with different cultures and realities, in addition to promoting a virtual approach with family, friends and the community in a quick and easy way, even in pandemic times. For these reasons, ICTs have become an indispensable tool for promoting health¹⁰, especially in the pandemic situation, and it is up to professionals to use them.

With the release of the music videos, positive feedback was obtained and it was noted that they awakened reflections and feelings of gratitude, joy, pleasure, hope and acceptance in the people who had access, especially in this pandemic period in which many emotions were repressed.⁴ They were There are countless reports, and the music videos allowed people to visit memories of the past, of moments when they were reunited with their families, in addition to awakening emotions regarding the recognition of women's efforts today.

The music video with a Christmas approach was aimed at a wide audience, with a greater focus on families. For this reason, a calm and reflective melody was introduced in this video, as well as images of the group members showing affection towards their families, which occurred in a similar way with the video made in honor of International Women's Day.

In addition to contributing to society, it should be noted that the construction and production of the videos also brought benefits to the members of the extension program themselves, giving rise to a pleasurable and pleasant feeling, as even though they were unable to work in person in hospitals, they found a way to continue promoting the health of countless people in society.

With this experience, it became clear that after the creation and dissemination of the first videos, it was easier to organize the others, as production knowledge had already been acquired. Consequently, the video in honor of International Women's Day achieved a greater number of views and shares due to its better quality gained from the experience of previously made videos. In this aspect, music videos have emerged as an interesting strategy to promote health beyond the pandemic period, which can be used in the practical actions of nurses and other health professionals.

CONCLUSION

Music videos performed in a surprising way during the pandemic situation, as they provided a pleasant, light moment and a reframing of feelings. Added to this, they reached a greater number of listeners due to dissemination on social media, resulting in positive results for society and for members of the extension program, who were surprised by the reach of the videos.

The construction of music videos became a possibility to promote the health of the population in pandemic times, which went beyond the barriers of in-person presence, providing well-being. However, as a limiting factor of the experience, the need to obtain electronic applications and greater knowledge of the team in the use of editing programs to qualify and disseminate music videos is cited. Other institutions are encouraged to carry out similar strategies, as a way of maintaining care and promoting health in the field of nursing and health, as this action is low-cost and has a wide reach in society.

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