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Nº CEP 20070728140125

The social-economical-cultural profile and expectations of participants in blindness prevention campaigns through glaucoma

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Purpose: To investigate the social-economical-cultural profile and expectations of participants in blindness prevention campaigns through glaucoma.

Methods: Twenty –five participants answered a questionnaire about not only their social, economical and cultural life, but also their expectations in a blindness prevention campaign through glaucoma. The criteria of inclusion was to be over 39 years old. This campaign was promoted by Brazilian Glaucoma Patients Association (ABRAG), an association which its mission is to educate and to inform people about glaucoma.

Results: The majority of participants are female (64%), they are between 51 and 60 years old (44%), their incomes are between 1 and 3 minimums wage (44%), and about 36% of them did not finish the elementary school. Almost half of them knew about the campaign through the radio (48%), and 68% of the participants arrived at the local of the campaign on foot. About 60% of them did not know if they have any family member with glaucoma and 68% of them did not know if they have themselves glaucoma. The expectations of 68% of them were to be sent to a health center and to be treated.

Conclusion: The knowledge about the target public of this type of campaigns and their expectations about the medical service is important for ABRAG in order to promote successful campaigns.