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Technology Usage as a Vehicle for Information and Approximation With Society

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Introduction: Confronting the COVID-19 pandemic involves actions in the scope of information, especially in combating false content disseminated by social media. In this sense, medical students, including those belonging to a Trauma and Emergency Academic League, have mobilized to create a media campaign in order to disseminate information about SARS-CoV-2's aspects to the population. The objective of this work was to report the contribution of the league members to the campaign developed to disseminate reliable scientific content based on simple and objective language about COVID-19.

Methodology: A campaign was organized by second to the sixth-year medical students, members of 15 university academic leagues, with the aim to use social media as an information tool for health educational practice.

Results: The students from the Trauma and Emergency Academic League made a total of 6 posts on Instagram, using the league's and the campaign's accounts. Those posts obtained a total of 1983 views and had the purposed of reaching the general population. The information provided was about self-medication and its risks or benefits, preventive measures against COVID-19 and how to make and use homemade masks. Among the public that accessed the campaign's profile on Instagram, 70% were women and 80% were between 18 and 34 years old.

Discussion: With the reported activities, league students described acquiring knowledge about COVID-19, in addition to teamwork experience and contribution to the fight against the pandemic through the materials production and its dissemination to the population. It allowed innovation in learning and in the access to knowledge, as the pandemic imposed new health-related educational challenges. However, it is noticed that there is a limitation in the posts scope, as they have mostly reached a specific age group.

Conclusion: The proper internet usage is essential to combat misleading information in the pandemic context. Therefore, the online dissemination of reliable information with the intent to reach a larger audience indicates academic commitment, especially to social responsibility.

Keywords: Technology; Information; Coronavirus infections.