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# Nursing now Brazil: knowledge and perspectives of nurses in an emergency care unit

**ABSTRACT** | Objective: To understand nurses' knowledge and perspectives on the Nursing Now Brazil campaign. Method: This is an exploratory descriptive research, with a qualitative approach, using the "Snowball" methodology. The "Snowball" technique consists of a non-probabilistic sample where the individuals selected initially indicate other participants. The population consisted of nurses from the Sarandi / PR Emergency Care Unit, the interviews were recorded and later transcribed and analyzed by Bardin's content analysis. Results: Three categories emerged: Different perceptions and knowledge of the Nursing Now Brazil campaign by nurses, Ignorance of nurses about the Nursing Now Brazil campaign and Improvements in nursing: hope versus devaluation. Conclusion: It became evident that the Nursing Now Brazil campaign is still little known and disseminated among nursing professionals, there is also the presence of the feeling of hope in the constant search for improvements and enhancement of the professional class.

**Keywords:** Pan American Health Organization; Community Health Nursing; Brazil.

**RESUMEN** | Objetivo: Comprender los conocimientos y perspectivas de las enfermeras sobre la campaña Nursing Now Brazil. Método: Se trata de una investigación descriptiva exploratoria, con enfoque cualitativo, utilizando la metodología "Snowball". La técnica "Snowball" consiste en una muestra no probabilística donde los individuos seleccionados inicialmente indican otros participantes. La población estuvo conformada por enfermeras de la Unidad de Emergencias de Sarandi / PR, las entrevistas fueron grabadas y luego transcritas y analizadas por el análisis de contenido de Bardin. Resultados: Surgieron tres categorías: Diferentes percepciones y conocimientos de las enfermeras sobre la campaña Nursing Now Brazil, Desconocimiento de las enfermeras sobre la campaña Nursing Now Brazil y Mejoras en enfermería: esperanza versus devaluación. Conclusión: Se hizo evidente que la campaña Nursing Now Brazil aún es poco conocida y difundida entre los profesionales de enfermería, también existe la presencia del sentimiento de esperanza en la búsqueda constante de mejoras y perfeccionamiento de la clase profesional.

**Palabras claves:** Organización Panamericana de La Salud; Enfermería en Salud Comunitaria.

**RESUMO** | Objetivo: Compreender os conhecimentos e perspectivas dos enfermeiros sobre a campanha Nursing Now Brasil. Método: Trata-se de uma pesquisa descritiva exploratória, com abordagem qualitativa, usando a metodologia "Bola de Neve". A técnica de "Bola de Neve" consiste em amostra não probabilística onde os indivíduos selecionados inicialmente indicam outros participantes. A População foi constituída por enfermeiros da Unidade de Pronto Atendimento de Sarandi/PR, as entrevistas foram gravadas e posteriormente transcritas e analisadas pela análise de conteúdo de Bardin. Resultados: Emergiram três categorias: Diferentes percepções e conhecimentos da campanha Nursing Now Brasil pelos enfermeiros, Desconhecimento dos enfermeiros sobre a campanha Nursing Now Brasil e Melhorias na enfermagem: esperança versus desvalorização. Conclusão: Evidenciou-se que a campanha Nursing Now Brasil ainda é pouco conhecida e divulgada entre os profissionais de enfermagem, nota-se também a presença do sentimento de esperança na busca constante por melhorias e valorização da classe profissional.

**Palavras-chaves:** Organização Pan-Americana da Saúde; Enfermagem; Brasil.

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## INTRODUCTION

Nursing is the art of caring and constitutes half of the work in the health area, in addition, nurses assume the role of manager and coordinator of the team and in several areas in health, at different points of Health Care.<sup>(1)</sup>

The Pan American Health Organization (PAHO) and World Health Organization (WHO), since 2013, has been discussing the expansion of the role of nurses, focusing on the performance in Primary Health Care (PHC), with regard to management and assistance patient care.<sup>(2)</sup>

Although there is this recognition

of the role of the nurse, there are some limitations related to the valorization of the nursing team, for example, the exhaustive workload, insufficient number of professionals in the health units, training (and permanent training) and advances in the autonomy of the professionals.

In this context, the worldwide campaign for strengthening nursing, called Nursing Now, comes to Brazil in 2019, with the following goals for 2020:

[...] Greater investment in education, professional development, standards, regulation and employment conditions for nurses; All countries have plans to develop nursing and midwifery; Greater investment in all

aspects of nursing and obstetrics; More nurses, better training and jobs, with clear progress in eliminating the global deficit of 9 million nurses and midwives by 2030. Greater and better dissemination of effective and innovative practices in nursing; Greater influence for nurses and midwives on global and national health policy, as part of broader efforts to ensure that health workforces are more involved in decision-making [...].<sup>(3)</sup>

The theme was chosen because it presents relevance and advances in the area of nursing and health as a whole, as the Nursing Now Brazil campaign is recent and presents significant goals for the profession, pointing to future changes of paramount importance for nursing professionals and mainly for the population that needs the care and assistance of these professionals.

Given these goals, and the question: "What is the knowledge and perspectives of nurses in an Emergency Care Unit about the Nursing Now Brazil Campaign in their daily lives?", The objective of this study was to understand the knowledge and perspectives of nurses about the Nursing campaign Now Brasil.

## METHOD

This is an exploratory descriptive research, using the "Bola de Neve" methodology, to be developed in a city in the Northwest of Paraná.

Qualitative research allows the study of privileged and particular moments, from which the meaning of a social phenomenon emerges, allows to consider the different aspects of a particular fact and to relate it to the general context, in addition to the ability to formulate propositions related to action and to practice.<sup>(4)</sup>

To identify the subjects, the "Snowball" or "Chain of Informants"

methodology was used, which corresponds to a non-probabilistic sample methodology used in social studies where the individuals selected initially indicate other participants who in turn suggest new subjects and so on, until the saturation point is reached. This point is reached when the new interviewees start to reproduce the same content already obtained in the previous interviews, without adding new data to the research.<sup>(5-6)</sup>

When discussing the purpose of "network recruitment" strategies Albuquerque discusses the proposed Goodman method in 1961, where according to the author, the first participants contacted for the interview are the "seeds", they must be aware of their location, of the fact addressed, of the people who live in your community and be qualified on the subject. This same individual (the "seed") will appoint another person (s) from his/her life (or from his/her knowledge) to also participate in the research, these are the "children" of the "seeds". In order to have a considerable sample, an initial number of people (from "seeds") must be selected, who, preferably, should play a certain leadership in the field to be studied and know many members in society.<sup>(7)</sup>

Thus, to identify the subjects in the study sample, an invitation was first made to nurses at the Emergency Care Unit (UPA 24h) in Sarandi / PR, these were the "seeds" of the study, after authorization of the research, a visit was scheduled for the interview with the first two "seeds", these at the heat of the questions indicated two "seeds". To identify the sample, it was also considered: being a nurse; be registered with the Regional Nursing Council; and, have worked at the establishment for at least two years.

Data collection took place in the months of March, April and May 2020. Participants were informed about the objectives of the study, and the procedures that will be adopted, about the

free option to participate or not, the possibility of denying authorization by withdrawing it, if you want to study at any time you want, even if you have already started the interview, and about the commitment to guarantee free participation and anonymity of information. After clarifying doubts, those who agreed to participate in the study signed the Free and Informed Consent Form (ICF).

The interviews were recorded to ensure greater interaction and reliability of the responses, and were subsequently transcribed in full for data analysis.

The Bardin's content analysis, which uses the manipulation of messages and communications, was used for the methodological path in the treatment of data, to confirm the indicators that allow inferring about a reality other than that of the message. It is the critical unveiling.<sup>8</sup> Finally, the discussion was sustained based on the scientific material available in the health and related fields, based on the proposed objectives.

In order to preserve the identity of the participants, they were named as world-famous heroes: Wonder Woman, Spider Man, Batman, Black Widow, Hulk, Invisible Woman, Superman, Iron Man, Flash and Captain America, because during the collection period data from this study, health professionals began to be popularly recognized as "heroes" or "heroes in lab coats", due to the important role they were playing in the fight against the new Coronavirus (COVID-19), represented in figure 1.

The study was developed in accordance with the guidelines disciplined by Resolution no. 466/12 of the National Health Council, where it was assessed by the Standing Committee on Ethics in Research with Human Beings of the State University of Maringá (COPEP) and was approved by opinion 3.922.201.

## RESULTS AND DISCUSSION

The study was developed based on

the participation of 11 nursing professionals, exclusively nurses, with a total predominance of the female population, working specifically in the public sector as leaders of the nursing team.

After content analysis, it was possible to identify that nurses have different perceptions and knowledge regarding the Nursing Now Brasil campaign, with which the construction of 3 thematic categories was carried out: "Different perceptions and knowledge of the Nursing Now Brasil campaign by nurses", "Ignorance of nurses about the Nursing Now Brasil campaign" and "Improvements in nursing: hope versus devaluation".

**Different perceptions and knowledge of the Nursing Now Brasil campaign by nurses**

In this category, the close relationship between the different perceptions of the participants is notorious, and it is possible to identify in the reports that they believe that the campaign has positive goals for nursing and highlight that the valorization of the professional class will occur and will be triggered through the Nursing Now Brasil campaign.

"I understood that until finally someone looked at nursing, the campaign comes to value nursing, to show its real role, to show that nurses are not

there to be an assistant and that they have a very important role in health, in fact it is the nurse who makes health happen." (Wonder Woman)

"The campaign comes to value the nursing professional, this valuation is not only of the nurse, it is an appreciation that goes from the nursing technician to the nurse, it is an appreciation of scientific knowledge". (Black Widow)

"[...] It must be a good campaign." (Batman)

"This campaign comes to value us as professionals and as a profession [...]" (Black Widow)

The history of nursing is directly linked to devaluation, since its work started with women and people considered to have low stigma value by society, such as drunks and prostitutes, triggering the profession's submission and invisibility. <sup>(10)</sup>

It was observed in the study the presence of a lack of appreciation for the nursing professional nowadays, because, based on the reports, the professionals aim for improvements and valorization through the campaign, this professional performs a fundamental

role in health and for that he must be motivated. The devaluation of the nursing professional generates several implications that affect the development of the care process, causing lack of commitment to professional practice, frustrations, feeling of sadness and revolt, thus generating poor quality care. <sup>(11)</sup>

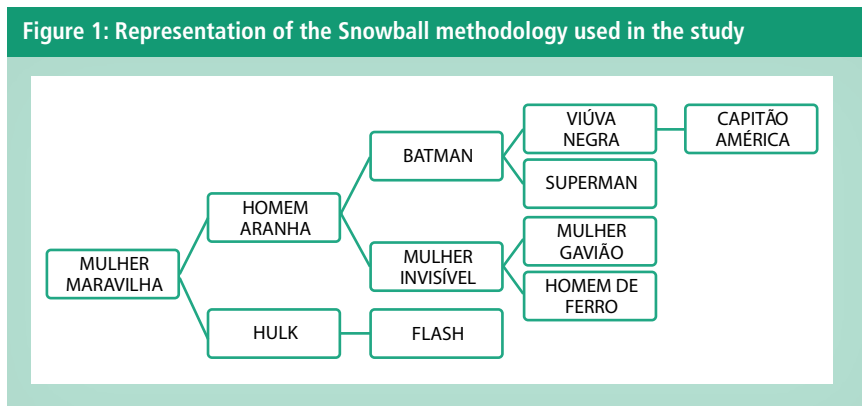
In this way, the adjunct authors with the study data, infer that professionals working in different health services should always seek to value their professional class, through the dissemination of their work, application of scientific knowledge based on evidence in the development of operational practice and carry out further studies and studies that prioritize nursing development.

**Nurses' lack of knowledge about the Nursing Now Brasil campaign**

Despite reports of knowledge of the campaign in the category described above, during the study it was possible to clearly evidence and identify the strong presence of ignorance on the part of professionals about the Nursing Now Brasil campaign. Through the speeches, the interviewees demonstrate the disuse and the inapplicability in the work environment of the instruments and goals that the campaign offers for the whole class.

"I don't really know what it is and what the objective is, I heard about the COREN (Regional Nursing Council) website and the nursing websites, but I really didn't pay attention to reading and getting deeper into the subject [...]" (Spider man)

"I was not aware of this campaign, I never heard of it, it must be a good campaign, right, to evaluate the Nurse or to improve something in the care area, I imagine that is it [...]" (Batman)



Source: Research data, 2020

"I don't know it yet, I've never heard of it, from what I am realizing it refers to nursing nowadays, I think it's a good thing [...]." (Hulk)

"[...] I had never heard of it, it must be something positive, but I don't know. (Invisible Woman)

"[...] I don't know about this campaign, I believe it is something for the profession and immediately, right? [...]" (Superman)

"Yes, I haven't heard about this campaign, I believe it is some movement, some call from nursing, something in that sense to mobilize the category." (Iron Man)

"I don't know the campaign and I don't know what its goal is." (Flash)

"I have social networks and I've never seen anything, it shouldn't be bad, right? [...]"(Captain America)

The campaign has a global dissemination in partnership with the World Health Organization (WHO) and the International Council of Nurses (ICN), with three years duration (2018-2020). Since its inception, the campaign has been publicized on educational nursing sites, scientific journals and even discussed in debates and congresses, there was also the support of leaders and influential politicians such as the Duchess of Cambridge. <sup>(12)</sup>

As a result of the devaluation associated with low pay, the vast majority of nursing professionals are required to perform a double workday, which leads to the development of negative damages to the professional, such as physical and mental tiredness and the develop-

ment of occupational diseases. As a result of an extensive and tiring journey, the professional does not have enough time to carry out professional readings and updates that involve his professional class. <sup>(13)</sup>



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Public and private health institutions must offer professionals updates and training involving the team, so that discouragement and mechanization of the work process do not occur, updates must be offered in order to make chan-

ges and improvements during the development of professional practice.

### Improvements in nursing: Hope versus Devaluation

Often the nursing team is faced with different situations, which plague and hinder the development of the care process, making the professionals' feelings evident. Within the cores of significance, it was possible to identify the presence of the devaluation of the nursing class, however, the professionals were hopeful with possible improvements that may arise with the dissemination and development of the campaign.

"Any improvement is welcome, no matter how small, it is an appreciation for us professionals." (Wonder Woman)

"I am hopeful that it will bring improvements to nursing [...]." (Invisible Woman)

"It would need more publicity on this campaign to bring improvements, because I work and I'm on the front line, I never heard before, so I think it's an interesting campaign, but it won't involve a lot of professionals." (Spider man)

"The campaign is already bringing improvements to nursing. I believe that we will be ahead of a lot and the profession is very well evaluated." (Black Widow)

"I hope it will bring improvements to our class" (Hulk)

"Maybe it can bring appreciation [...]" (Flash)

Despite the lack of knowledge about the campaign's goals, the professionals present a feeling of hope, so

Figure 2: Word cloud visually representing the words most used in the study by the participants



Source: Research data, 2020.

that significant improvements in their profession occur. Based on the goals announced by the Nursing Now Brasil campaign, the focus will be based on the development of education, nursing professional autonomy and training of new professionals, thus ensuring greater scientific advancement in nursing,

decent working conditions, advances in innovative practices and the growth of evidence-based nursing, resulting in a favoring of the care process.<sup>(14)</sup>

In view of the results obtained, we developed a word cloud with the main nuances presented by the nurses who were part of this study, highlighting nur-

sing, the campaign and the appreciation of this profession, which for many, are true heroes (Figure 2).

## CONCLUSION

Through this study, it was possible to highlight and understand the knowledge of professional nurses in view of the Nursing Now Brasil campaign and its goals. It is concluded that nurses have little knowledge about the campaign and its goals, thus demonstrating the non-applicability in the work environment and the lack of professional updates.

The study also demonstrated the presence of a lack of appreciation for the nursing professional, which plays a very important role in health, and as a result of the devaluation, negative damages occur. These damages not only affect the professional, but imply the development of the your job.

It is suggested that the Campaign be more widely disseminated, making greater use of social networks and promoting them by Organs responsible bodies, in order to provide nurses with more information about the goals of Nursing Now. 🇧🇷

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