Distance Education as a strategy to strengthen the Public Health System SUS of São Paulo City

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School of Municipal Health
Municipal Health Department of São Paulo

WDC, OCTOBER 2012

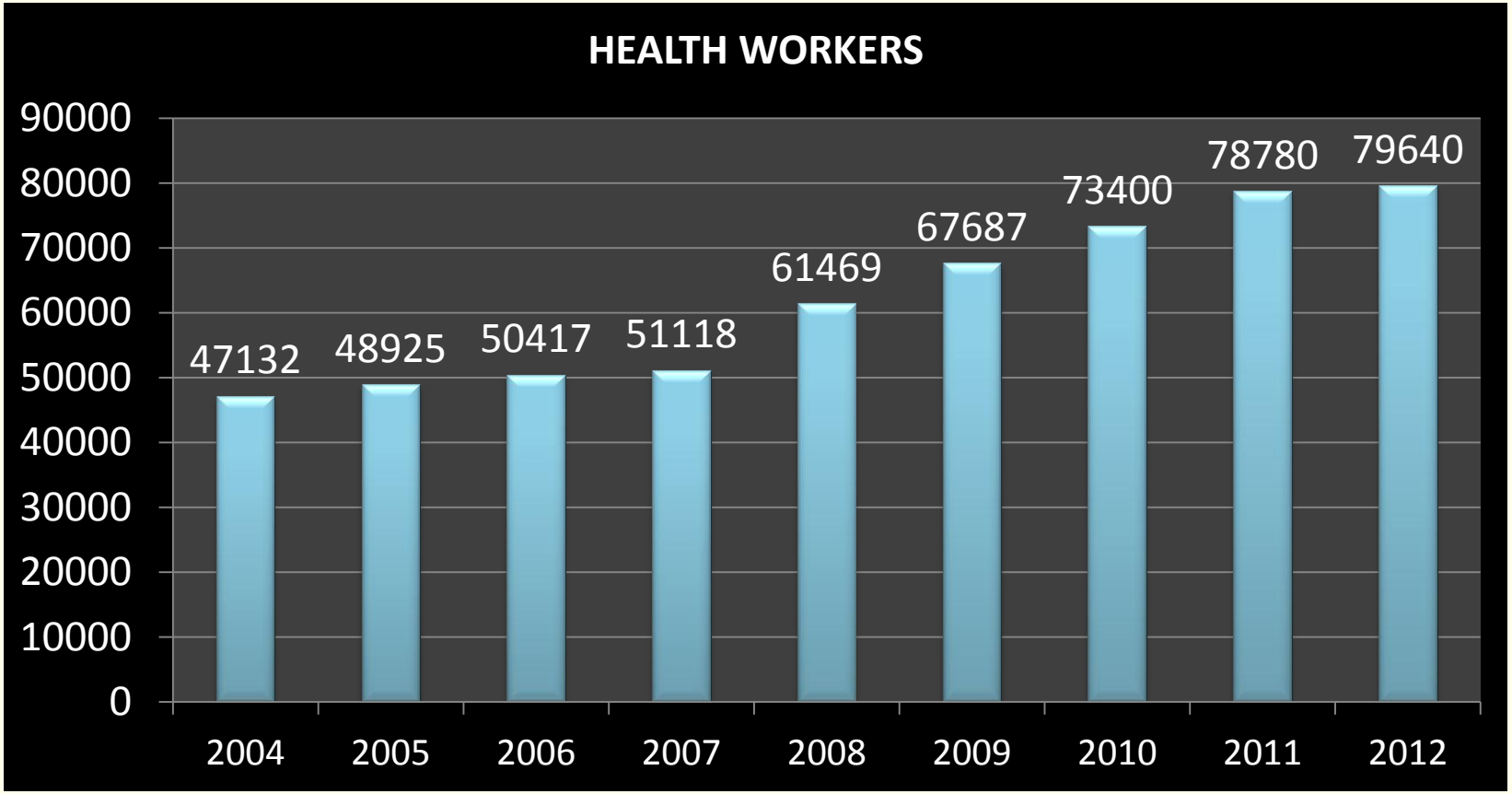
SÃO PAULO IN NUMBERS

- **Area: 1.509 Km²**
- **Population: 11,2 millions**
- **SUS dependent: 6.147.765 - 55,6 %**

(Source: CEInfo – Feb/2010)

939 Health Services

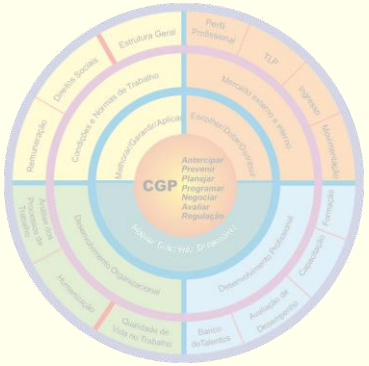
HEALTH WORKERS – (2004 – 2012)



ORGANIZACIONAL STRUCTURE

PREFEITURA DE SÃO PAULO
SAÚDE

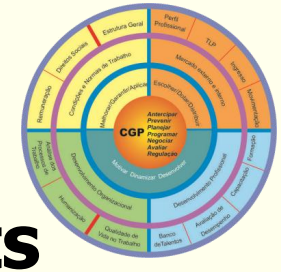
Municipal Health Department



Personnel Management Coordination

PREFEITURA DE SÃO PAULO
SAÚDE

HISTORY ...

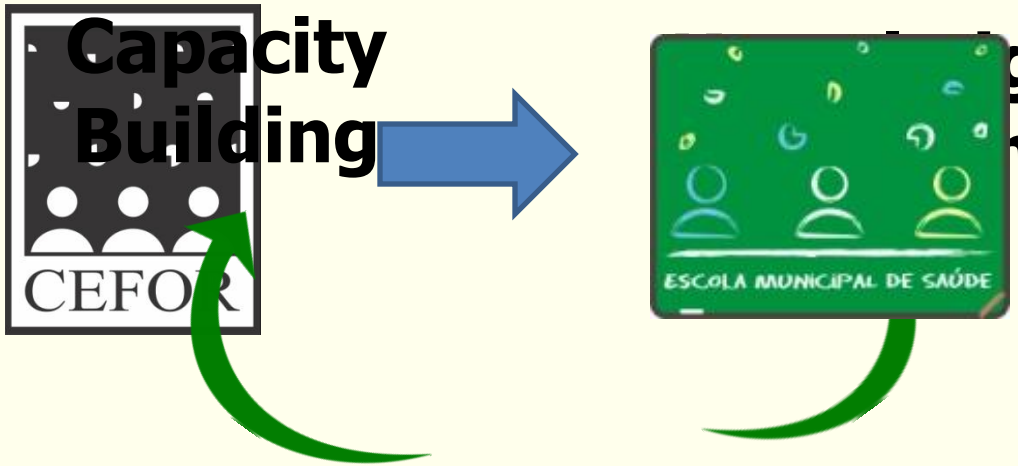


- **New practice based on some concepts**

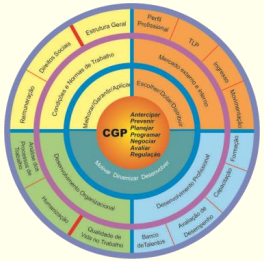
TRANSFORMATION

Efficiency Effectiveness Modernity

Capacity Building



STRATEGY



Assessoria Técnica de
Tecnologia da Informação

NUPES
Núcleo de Programas Estratégicos

Citizen Channel

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Professional Channel
Interactive Channel

PREFEITURA DE SÃO PAULO
SAÚDE

OBJECTIVES

TRANSMIT information to the users of the health services (Citizen Channel)

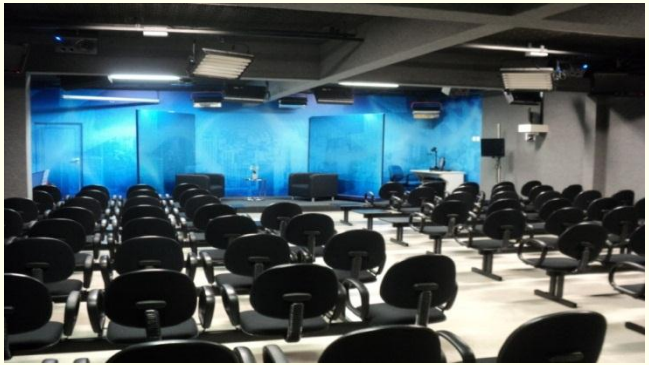
CONTRIBUTE in the capacity building of the professionals (Professional Channel)

COMMUNICATE strategies and decisions for the health services in a fast way and a support tool for the EAD (Interactive Channel)

WAYS...

Citizen Channel Studio

Professional Channel Studio

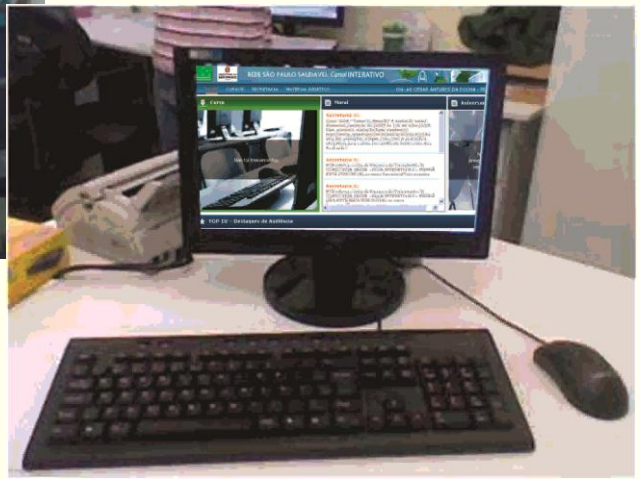


HOW IT WORKS ?

Citizen channel
TV set in the reception of the health service

Professional channel
TV set in the meeting room

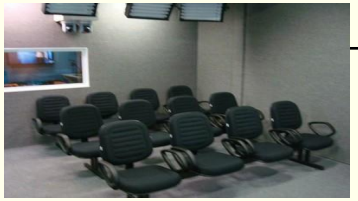
Interactive channel
Access by the internet



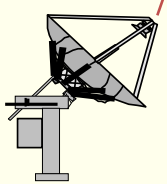
HOW IT WORKS ?

SATELLITE

STUDIO SCHOOL



SpeedCast
Alphavile SP



PROFESSIONAL
AND CITIZEN
CHANNEL

Central Display

INTERACTIVE
CHANNEL

MUNICIPAL
HEALTH
DEPARTMENT
STUDIO

Internet

CRICS 9
eSaúde
Aproximando-nos do acesso universal à saúde

SUPPORTING TOOLS

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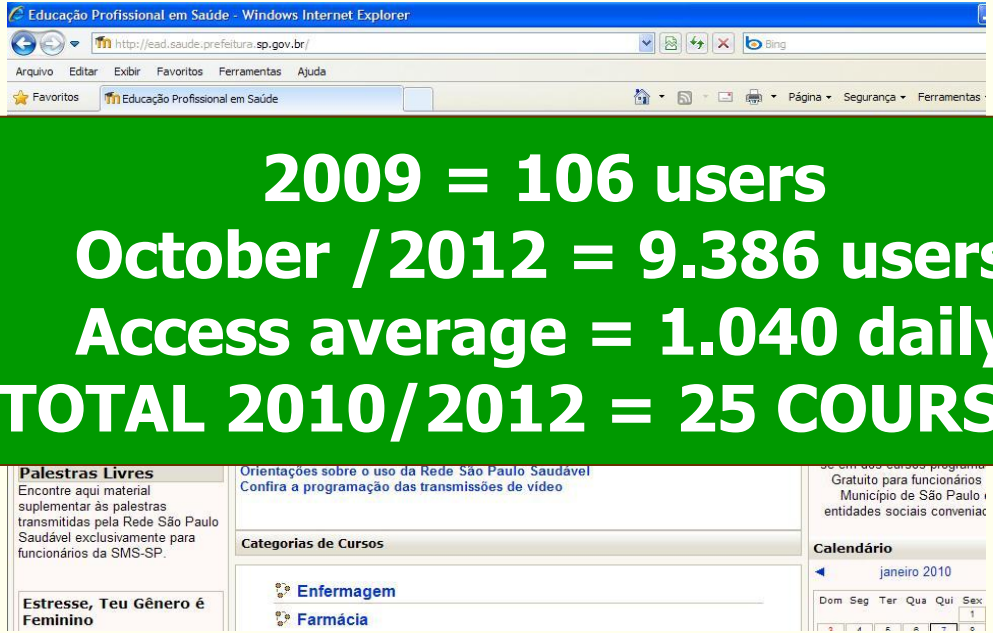
http://ead.saude.prefeitura.sp.gov.br



2009 = 106 users
October /2012 = 9.386 users
Access average = 1.040 daily
TOTAL 2010/2012 = 25 COURSES/7029

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http://smssp.speedcast.com.br

TOTAL 2011/2012 = 3 COURSES/2.319

http://smssp.speedcast.com.br/pesquisa/

RESULTS

Debates

Communications

Programs

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Health Education

Environment

Citizenship

Speeches

Courses

Access

Knowledge and Information

80.000 HEALTH WORKERS

CHALLENGES

- **Develop new programs of Distance Education in all the areas**
- **Improve Rede São Paulo Saudável**
- **Improve sharing culture in knowledge, learning and information**
- **Monitoring and evaluation system**

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PERSPECTIVES

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UNESCO
United Nations
Educational, Scientific and
Cultural Organization

BIREME | OPAS | OMS

PREFEITURA DE
SÃO PAULO
SAÚDE

FINAL REMARKS

- **The distance education is a reality for the Municipal Health Department.**
- **There is no a more democratic way that provides access everywhere to everybody.**
- **Represents a mark in the educative actions, modernization and information in São Paulo City**

FINAL REMARKS

2011

InovaRHação

2012
ESARH
Organizational Vitalization

PRÊMIO AREde 2012

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REDE São Paulo SAUDÁVEL

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SAÚDE

CONTACT

Obrigada!

Gracias!

Thank You !

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