

## A COMUNICAÇÃO SOCIAL DOS TERAPEUTAS OCUPACIONAIS DURANTE A PANDEMIA DA COVID-19\*

The occupational therapist's communication during COVID-19's pandemic

La comunicación social de los terapeutas ocupacionales durante la pandemia de COVID-19

### Resumo

A pandemia da COVID-19 gerou grande necessidade de compartilhamento de informações e orientações diante dos impactos sanitários, e dos ocupacionais causados pelo distanciamento social. Terapeutas ocupacionais brasileiros tem adaptado sua comunicação privada com o paciente (teleatendimento) e com a sociedade (comunicação social), utilizando recursos tecnológicos. Tendo sido feita observação assistemática das produções no âmbito da comunicação social, esta nota objetiva levantar considerações a respeito do escopo das mesmas para que a Terapia Ocupacional possa se comunicar com consistência e aproveitar a oportunidade para associar sua especificidade às soluções de cunho ocupacional necessárias neste momento.

**Palavras-chave:** Infecções por Coronavírus; Pandemias; Educação em Saúde; Comunicação Social; Terapia Ocupacional.

### Abstract

The COVID-19 pandemic generated a great need for information and guidance sharing in the face of health, and occupational impacts caused by social distancing. Brazilian occupational therapists have adapted their private communication with the patient (telehealth) and with general society (social communication), using technological resources. Having made unsystematic observation of social communication production, this paper aims to raise considerations regarding their scope so that Occupational Therapy can communicate with consistency and take the opportunity to associate its specificity with the occupational solutions needed at this time.

**Keywords:** Coronavirus Infections; Pandemics; Health Education; Social Communication; Occupational Therapy.

### Resumen

La pandemia de COVID-19 generó una gran necesidad de compartir información y orientación frente a los impactos de salud, y laborales causados por la distancia social. Los terapeutas ocupacionales brasileños han adaptado su comunicación privada con el paciente (teleconsulta) y con la sociedad (comunicación social), utilizando recursos tecnológicos. Después de haber realizado una observación no sistemática de las producciones en el ámbito de la comunicación social, este artículo tiene como objetivo plantear consideraciones sobre su alcance para que la Terapia Ocupacional pueda comunicarse con coherencia y aprovechar la oportunidad de asociar su especificidad con las soluciones ocupacionales necesarias en este momento.

**Palabras clave:** Infecciones por Coronavirus; Pandemias; Educación em Salud; Comunicación Social; Terapia Ocupacional.

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GH DWXDomR HP VXD FRPXQLFDomR VRFLDO"

&RPR REVHUYD ~~DUXHQW~~HWLDWLYD GH PLJUDU GRUSGXDFGRQDVPDGLFR  
UD R SDUDGLJPD GD RFXSDomR D RFXSDomR QmR VRPDXWHDFRPR PHL  
EpP FRPR ILP FRPR UHGDWDVGRGpFDGD GH GR VpFXOR ;; QD \$PpULI  
QmR WHYH D PHVPD UHVVRQkQFLD QR %UDVLO GHYLGR DR VHX SUySU  
JLFR GLYHUVR GRV SDtVHV GH RULJHP GRV PRGHORV JHUDGRV j OX]  
WUH RV TXDLV VH GHVWDFDP R ORGHOR &DQDGHQVH GH 7HUDSLD 2FX  
SDomR +XPDQD 2UD VH WDLV PRGHORV TXH WUD]HP FRQVLJR GHILQ  
PRV VXSUDFLWDGRV QmR SRVVXHP WUDGLomR GH IRUPDomR H DGHVm  
RFXSDFLRQDLV EUDVLO-VHURQWTHXHWLXQDPSOD XWLOL]DomR QDV SHo  
FDomR VRFLDO RX PHQFLRQGDV HP H[SRVLo}HV RUDLV SURGX]LGDV  
9, '-

, QIHOL]PHQWH- ~~REVHUYD~~DLQWHUHVVH H YDORUL]DomR GRV WHUDS  
QR TXH WDQJH j IDPLOLDULGDGH H XVR GH FRQFHLWRV PRGHORV H R  
WRV ILORVyILFRV GD SURILVVRGRIGRQDpUPLQR GH VXD JUDGXDomR S  
HVWD GLVFXVVmR DWLYD VRPHQWH HQWUH DFDGrPLFRV H SHVTXLVDG  
QHVVH DVSHFWR- ~~REVHUYD~~RLGH IUDJLOLDGDGH GH FRPXQLFDomR GLDG  
OHLJD HP VHX SURFHVVV GH HGXFDomR SDUD D VD~GH H QD FRQVWUX  
GR SDSHO GD 7HUDSLD 2FXSDFLRQDO TXDQGR QmR H[LVWH FRQJUXrC  
SHORV PHVPRV QDV SHoDV GH FRPXQLFDomR VRFLDO

2 SURILVVLRQDO SRU VXD YH] SUHFLVD HVWDU DSWR D UHVSRQ  
DGYLQGRV GD GLYXOJDomR GH VHXY FRQWH~GRV XPD YH] TXH D LQWH  
HVWLPXODGD HVSHFLDOPHLOWH ~~REVHUYD~~FRPXQLFDomR p GH PmR GXSOD H  
FDomR p SRQWR IXQGDPHQWDO SDUD TXH XPD YH] LGHQWLILFDGD D C  
JR SRVVD EXVFDU RX UHLYLQGLFDU R DWHQGLPHQWRSDORVWHUYDORV  
SHXWD RFXSDFLRQDO 'LWRVHVDRLUHQVH ~~REVHUYD~~GD RULJHP H R HVFC  
SURIXQGR GRV FRQFHLWRV UHODFLRQDGRV DR SDUDGLJPD GD RFXSD  
XWLOL]DGR SDUD TXH R WHUDSHXWD RFXSDFLRQDO HVWHMD VHJXUR  
HP VXD FRPXQLFDomR VRFLDO

R 4XDO VHULD R HVFRSR OLPLWHV H GLUHFLRQDGRUHV GH FRQWH~  
GR WHUDSHXWD RFXSDFLRQDO GXUDQWH D SDQGHPLD"



(P VH WUDWDQGR GH FRPXQLFDomR VRFLDO R IRFR p R JUDQGH  
GXR HP HVSHFtILFR TXH QHVWH FDVR LPSOLFD QD FRPXQLFDomR SU  
PHQWH FXVWRPLJDGD FRQIRUPH GLVFXWLSGRQORULWPHDOJXRGM HVWUDV  
SDUD VH HVWUXWXUDU R FRQWH~GR G B CSHFD UGHL ERDX QDFDOR URWH  
HQWUHYLVWD WHOHYLVLYD HWF

x )RFDU HP VHJPHQWRV SRSXODFERQD LLGRV&MFtUEBQoDV DXWLVWDV  
FRP GHILFLWUFLDDOKDGRBPM RPLSFRSXODo}HV GDV FRPXQLGDGHV SH  
FDV DRV JUDQGHV FHQWURV HQWUH RXWURV SDUD TXH KDMD PDL  
FRP R PDWHULDO SURGXJLGR H TXH DV IUDJLOLGDGHV SUySULDV GI  
OLVDGDV FRP SURIXQGLGDGH GHQWUR VHX SUySULR FRQWH[WR TX  
OKRU

x \$GHTXDU OLQHxDWDFQGR XVR GH WHUPRV WpFQLFRV H HVSHFLDOPH  
PHVPR TXH VHMDP GH GRPtQLR RX GH XVR FRPXP QXP GDGR VHJPHQ  
JDV DGHTXDU R JUDX GH IRUPDOLGDGH RX LQIRUPDOLGDGH TXH VH  
FRP R VHJPHQWR SDUD TXH D FRPXQLFDomR HVWHMD GHQWUR GR G  
WXPHV GR PHVPR QHVWH FDVR p IXQGDPHQWDO FRQVLGHUDU R TX  
GLYHU XR PHVPR VHJPHQWR SRGHUi WHU PDWHULDLV DMXVWDGRV S  
mR GHSHQGHHQGR GH VXD ORFDOLVDomRFRURRFBQLPDR H VRFLDO R  
MD WHU HP PHQWH TXHP p R LQWHUORFXWUR

x (VWLXPXODU DEDMWRDomR H DXWRDQiOLVH GR ULVFR GHUHLVIXQomR  
DILUPD TXH D 7HUDSLD 2FXSDFLRQDODERBDRGR GDMWLFBD o}HV KX  
QDV' S 7HUDSLD 2FXSDFLRQDO LPSOLFD SRUWDQWR HP DXWRF  
SURGXJLU UHDO WUDQVIRUPDomR GR VHU KXPDR HP VRIULPHQWR  
VHULD XP VLPSOHV PpWRGR GHPWHULRQDVIGWFRPXQLFDomR VRFLDO  
DXWRFRRQVFLrQFLD GHYHUi VHU HVWLPXODGD QD SRSXODomR SDUD  
HP VHXXV VHQWLPHQWRV VHQVDo}HV H QR GHVHPHQKR GDV WDUHI  
SpLRFXSDFLRQDLV EHP FRPR SURYRFDGRV SHOD LPSRVVLELOLGDG  
IDOWD GH RFXSDo}HV RX SHOR H[FHVVR H SHOD GHVURUJDQL]DomR C  
S}HP VXD URWLQD DWXDOPHQWH 6mR WDQWRV RV IDWRUHV TXH SR  
SDFLRQD SUHFLVR LQVWUXPHQWDOL]DU RX SHOR PHQRV VHQVLELOL  
VHMD IRQLD JQyVWLFR VLWXDFLRQDO H HQWmR VH SDVVH D EXVFDU  
GD VROXomR DLQGD TXH VHMD SRU PHLR GH XPD SHoD GH FRPXQLF

x (VWLXPXODU D DGRomR GH DWLYLGDGHV TXH SURPRYDPHQWIDQYROY  
FRP RV DWULEXWRV GH OLEHUGDGH FULDWRVUJODIGUPDHTSXWHVHmR S  
FXWDU DWLYLGDGHV FRP HVWHV DWULEXWRV SURPRYH D DXWRFRRQ  
4XDLV PDWHULDLV" 6HUi TXH H[LVWH RX GHYHULD H[LVWLU XPD 3OL  
R LGRVR SDUD D FULDQoD DXWLVWD H SDUD RXWURV VHJPHQWRV"  
SURYHU RULHQWDo}HV SDUD TXH R S~EOLFR OLVWH DV SUySULDV R  
OLVH GH DOJXQV DWULEXWRV H DVVLP HVFROKD DTXLOR TXH OKH  
PRPHQWR"

x (VWLPXODU R HTXLOtEULR QD URWLQD RFXSDFLRQDO D SDUWLU GR  
QHFHVVDULDPHQWH GL]HU TXH p SUHFLVR WHU XPD D RHW WQDE IR FFXSD  
OHFLPHQWR GR GLVWDQFLDPHQWR VRFLDO WURX[H VHQWLPHQWRV  
o}HV H IRUPDV GH GHVHPSHQRURTXHWHVDSUDUD DV SHVVRDV H RV PH  
FHVVLWDP GH WHPSR SDUD VDIOWPHV DDE FDUDGRQRYR RX XPD QRYDH  
WyULD URWLQD FRP RV DQWLJRV SDSpLV RFXSDFLRQDLV H FRP RV  
HQVDLDP VHX GHOLQHDPHQWR SRVVD VH WRUQDU UHDOLGDGH \$V  
HVFRSR GRV SHHVVRDV SUHFLVDP TXHUHP H HV DWIRYHGSIGUDQGR LID  
FDV GH YLGD GLiULD DWLYLGDGHV LQVWUXPHQWDLV GH YLGD GLIU  
EULQFDU GHVFDQVR H VRQR H SSRUGHLFVSHDWRDGRFLDPR PR XPD OLV  
YHULILFDomR GDV RFXSDo}HV TXH WHULDP D QHFHVVLGDGH GHVHM  
UHP DGDSWDGDV SDUD R QRYR PRPHQWR ,PSRUWDQWH UHVVDOWD  
WUDQTXLODV H VHP HVIRUoR TXH LQWHUURPSHP D DWLYLGDGH ItVL  
XP HVWDGR GH UHOD[DPHQWRUWH IXQGDPHQWDO QD EXVFD GHVWH  
DWHQWDEGR SDUD QmR HVWLPXODU R DWLYLVPR GRV TXH HVWmR FRP  
SRUTXH Ki PXLWDV LQIRUPDo}HV H DWLYLGDGHV VHQWHGRV DV H  
'HVWD IRUPD VH DEUH HVSDoR SDUD D UHIOH[mR TXH SURSLFLD D D  
YLUWXRVR GD WUDQVIRUPDomR D SDUWLU GR LQWHULRU GDV SHVV  
XPD RULHQWDomR TXH SDUHFH ERD GH VHU VHJXLGD

)LQDOPHQWH FDEH XPD FRQVLGHUDomR VREUH D SURYLVmR GH  
HQWDo}HV FRP OLVWDJHQV GH DWLYLGDGHV VXJHULGDV 'HVFRQWH[V  
FRPS}HP D FRPSOH[LGDGH GR VHU RFXSDFLRQDO SURYHU GLFDV VLP  
WRUFH R SDSHO GR WHUDSHXWD RFXSDFLRQDO H JHUD D IDOVD LPSU  
KXPDQR H WUDWDPHQWR SRU PHLR GH DWLYLGDGH p DOJR GR VHQRV  
TXDOTXHU XP SRGH H[HFXWDU TXH QmR SUHFLVD FRQVXOWDU XP WH  
LVVR DOLPHQWD D IRQWH GDV SULQFLSDLV TXHL[DV GRV WHUDSHXWD  
PHQWR GD H[LVWrQFLD GD SURILVVMR SHOD PtGLD WUDGLFLRQDO H S  
YDORUL]DomR GH VXD HVSHFLILFLGDGH GHQWUR GD HTXLSH LQWHUS  
SDU HVSDoRV RX PHVPR WHU TXH HQIUHQWDU D SHUGD GH HVSDoRV  
GHPRQVWUDU R VHX GHYLGR YDORU DRV JHVWRUHV S~EOLFRV H SULY  
SHLWR GH RXWUHP SHORV VH XV DWRV SULYDWLYRV

&DEH DLQGD SRQWXDU TXH D LPDJHP GD 7HUDSLD 2FXSDFLRQDO  
UDO HVWi GLUHWDPHQWH OLJDGD DRV WHUDSHXWDV RFXSDFLRQDLV  
VH R WHUDSHXWD RFXSDFLRQDO p ERP D 7HUDSLD 2FXSDFLRQDO p E  
QDO GHL[RX D GHVHMDU D 7HUDSLD 2FXSDFLRQDO p GLVSHQViYHO V  
DWXD QD VD~GH PHQWDO D 7HUDSLD 2FXSDFLRQDO HQWHQGH EHP G  
SHXWD RFXSDFLRQDO DWXD FRP FULDQoDV FRP GHILFLrQFLD D 7HUD  
JDGD DRV WUHLQDPHQWRV GH KDELOLGDGHV SDUD DV DWLYLGDGHV C  
WD REVHUYDomR QD YLYrQFLD HP FRPXQLGDGH p TXH GHULYD D UHVS

SHXWD RFXSDFLRQDO WHP FRP D GLYXOJDmR GD SURILVVmR FRP D  
QDO TXH ILFD SDWHQWH QRV GLVFXUVRV H QD SUIWLFD GH FDGD XP H  
GHOHJDU HVWD WDUHID H HGLSYXUUDVFRP HGDWSUBILVVmR SHORV yUJmRV  
VHQWDP D FDVH SRUWLFV TXH FDGD XP IDoD FRP FRQVFLrQFLD D VXD  
WULEXD FRP DV GLVFXVV}HV H Do}HV MXOWRDPGM YRUWBOGHFBODVRO  
omR GD LGHQWLGDGH VRFLDO GD SURILVVmR QR %UDVLO

&RQVLGHUdo}HV ILQDLV

ORPHQWRV GH FULVH VmR WDPEpP JHUDGRUHV GH RSRUWXQLGDG  
ODP DV SHVVRDV D VDtUHP GD FKDPDGD JRQD GH FRQIRUWR SDUD HYI  
VDtGDV SDUD UHVROYHUHP RV SUREOHPDV FDXVDGRV SHOD FULVH (  
SDUD RV WHUDSHXWDV RFXSDFLRQDLV QR TXH WDQJH j RSRUWXQLGDG  
VRFLDO HP VXDV SUySULDV PtGLDV RX PHVPR DLQGD TXH QXPD HVFD  
GLDV PDLV WUDGLFLRQDLV FRPR UIGLR H WHOHYLVmR VH HQWUHYLV  
QLVWD HQWUHYLVWD VREUH DWLYLGDGH ItVLFD FRP R HGXFDRU ItV  
EUH URWLQD RFXSDFLRQDO FRP R WHUDSHXWD RFXSDFLRQDO "

6HUi TXH 7URPHQWH DQWHFLSRX R IXWXUR HP FRP VXD V  
DYDOLDomR H WUDWDPHQWR GD IXQomR RFXSDFLRQDO LPSOLFDQGR  
SDFLRQDO WDUHIDV DWLYLGDGHV WRSRELO 6SDGTXH DWVOLDXWRUR M  
HVWi VXUJLQGR QR KRULJRQWH GD 7HUDSLD 2FXSDFLRQDO EUDVLOHL  
VRFLDO QD 7HUDSLD 2FXSDFLRQDO D SDUWLU GHVWD H[SHULrQFLD W  
SDFLRQDO FRP D SDQGHPLD QR 6SDGTXH 6HUHPRV FDSD]HV GH FR  
GLUHWUL]HV H FRQFHLWRV HP FRQVHQVR RX FRQLXQDUHPRV PRVWU  
GD SURILVVmR" &RQVHJXLUHPRV VDQDU DV GLILFXOGDGHV HP IXQGD  
GDGH GR VHU RFXSDFLRQDO TXH HVWi VRE QRVVRV FXLGDGRV SDUD R  
HOH HQWHQGD R TXH TXHUHPRV GL]HU"

(P TXH SHVH D FRPSOH[LGDGH p SURFLXQLSDQWR DV FLXO LPSOLF  
PHQVDJHQV TXH VDHP GH XP HPLVVURU H VH ID]HP FRPSUQRIFDGDV SH  
VR R JUDQGH S~EOLFR H TXLoi VHMDPORDSD]RORGHVHQVFLDEGR]i  
WHUDSHXWD RFXSDFLRQDO SDUD UHVROYHU VXDV TXHVW}HV FRPR VH  
GSHQGrQFLD SDUWLFLSDomR VRFLDO H GHVHPHQKR VDWLVIDWyUL  
QHFHVVLGDGH SRVVLELOKRDGHM XHSGHVFHMR FRQVXOWDU XP WHUDSHX  
QDO

5HIHUrQFLDV

:RUOG +HDOWK 2UJDQLJDWLRQ &RURQDY3DUKHOLDFHWR 829,'

DEU '@VSRQtYH@VHFSV [ZZZ ZKR LQW HPHUJHQFLHV GLVHVVHV G](#)  
[FRURQDYLUXV](#)

%UDVLO 0LQLVWpULR GD 6D~GH &RUDFQDVFUHV &29D'EUVSR@  
QtYHO [KMPWSV FRURQDYLUXV VD-XGGRHRY-DE-RHREVHG](#)

/RYHORFN & :LWUJ - 0DUNHWLQJ GH VHUYLoRV SHVVRDV WHFQRO  
OR 3HDUVRQ (GXFDWLRQ GR %UDVLO

&RQVHOKR )HGHUDO GH )LVLRWHUDSLD H 7HUDSLD 2FXSDFLRQDO &  
GH GH PDUoR GH 7HOHFRQVXOWD 7HOHPRQLWRUDPHQWR H 7HO  
GD 5HS~EOLFD )HGHUDWLYD GR %UDVLO %UDVtOLD ') >DFHVVR  
YHO [KMPWSV ZZZ FRILWR JRY EU QVLWH "S](#)

:LNLSpGLD &RPXQLFD ~~DFRWRFHPO~~ DEUVR@tYH [@VWWSV](#)  
[SW ZLNLSHGGLD RUJ ZLNL &RPXQLFD & \\$ & \\$ RBVRFLO](#)

7URPEO\ & \$QWFLSDWLQJ WKH IXWXUH DVVHVVPHQW RI RFFXSDW  
FXS 7KHUdS\ -

206 23\$6 &,) &ODVVLILFDomR ,QWHUQDFLRQDO GH )XQFLRQDOLGDG  
6mR 3DXOR (GLWRUD (GXVS

&RQVHOKR )HGHUDO GH )LVLRWHUDSLD H 7HUDSLD 2FXSDFLRQDO &  
GH GH MXOKR GH (VWDEHOHFH R &yGLJR GH eWLFd H 'HRQWRO  
FLDO GD 5HS~EOLFD )HGHUDWLYD GR %UDVLO %UDVtOLD ') >DF  
SRQtYHO [KMPWSV ZZZ FRILWR JRY EU QVLWH "S](#)

&RQVHOKR )HGHUDO GH )LVLRWHUDSLD H 7HUDSLD 2FXSDFLRQDO &  
2FXSDFLRQDO >DFHVVR HP DEU [@W\\$VSRZIZFOHPWR JRY EU QV](#)  
[SDJHBLG](#)

'H &DUOR 0053 %DUVWIDORSVLW2&&SDFLRQDO QR %UDVLO IXQGDPHQ  
WLYDV • HG 6mR 3DXOR 3OH[XV (GLWRUD

)HULRWL 0/ &RQVWUXomR GH LGHQWLGDGH V HP 7HUDSLD 2FXSD  
WUDQVIRUPD}HV SDUDGLJPiWLFdV GD VD~GH H GD FLrQFLD ,Q 3iGX  
JDGRUDV 7HUDSLD 2FXSDFLRQDO H FRPSOH[LGDGH SuiWLFdV PXOWL  
S -

&UX] '0& 2V PRGHORV GH 7HUDSLD 2FXSDFLRQDO H DV SRVVLELOL  
TXLVD QR %UDVLO 5HY ,QWHULQVW %UDV 7HU 2FXS

-RUJH 5& 7HUDSLD 2FXSDFLRQDO SVLTXLiWULFD DSHUIHLoRDPHQV  
0\$5& 380\*

-RUJH 5& 2 REMHWR H D HVSHFLILFLGDGH GD 7HUDSLD 2FXSDFLRQ

\$PHULFDQ 2FFXSDWLRQDO 7KHUdS\ \$VVRFLODLRQ \$ (VWUXWXUD G  
FLRQDO GRPtQLR - ~~5URFHVV~~ [LGD 5HY 7HU 2FXS 8QLY 6mR 3DX  
>,QWHUQH@ DEU - @>DFHWS/R HP DEUVR@tYH [@VWWSV](#)  
[ZZZ UHYLVWDV XVS EU UWR DUWLFOH YLHZ](#)

1RWD EDVHDGD QD REVHUYD<sub>o</sub>mR DVVLVWHPIWLFD GDV GLYHUV DV IRUPDV GH FRPXQLF  
RQDLV EDQ DGD SHQV FRQKHFLP HQMRV GH FRP XQLFD<sub>o</sub>mR FRP R HOP HQMR GH JHM<sub>o</sub>mR GH FDUHL<sub>o</sub> DV H VHUY<sub>o</sub> LoRV GRV SURILV  
VLRQDLV GD VD~GH WHQGR VLGR UHDOLJDGD FRP UHFXUVRV SUySULRV

&RQWULEXLo}HV G\$ D~~XWRWD~~ p UHVSQRViYHO SHOD FRQFHS<sub>o</sub>mR GR WH[WR RUJDQL]D<sub>o</sub>m  
UHGD<sub>o</sub>mR GR WH[WR (VWD QRWD p XPD FRQWULEXL<sub>o</sub>mR RULJLQDO H LQpGLWD H QmR  
RXWUD UHYLVWD

6XEPHWLGR HP

\$SURYDGR HP

3XEOLFDGR HP