

Beaba do Câncer: Patient-Oriented Educational Booklet

Simone Mozzilli (Beaba, Brazil), Elisa Sassi (Beaba, Brazil), Gisele Yabu (Beaba, Brazil), Amanda Gomes (Beaba, Brazil), Carolina Marçal Cunha, (A.C. Camargo Cancer Center, Brazil) Carolina Sebastiany (A.C. Camargo Cancer Center, Brazil), Cecília Lima da Costa (A.C. Camargo Cancer Center, Brazil), Fernanda Francisco Santos (A.C. Camargo Cancer Center, Brazil), Lisandra Panzoldo (A.C. Camargo Cancer Center, Brazil) and Viviane Sonaglio (A.C. Camargo Cancer Center, Brazil).

BACKGROUND: The child with cancer feels the need to know what's going on, even when the family tries to hide the diagnosis, wanting to protect her. To inform the child about the disease increases their cooperation and reduces passivity, growing their control over the situation.

But the majority of the available information is not adequate for this. It is necessary to establish patterns able to homogenize the meaning of words, phrases and symbols, contributing to minimize the barriers of understanding, providing an efficient and reliable means for the information exchange.

For this purpose, we based ourselves on Information Architecture, which consists of design of shared information environments and it is human-centered, seeking to ensure comfort first and secondly, technology; and Information Design, which equates the syntactic, semantic and pragmatic aspects involving information systems through contextualization, planning, production and graphical user interface information for the target audience.

METHODS: To compile all necessary and relevant information to patients and their families was created The Beaba do Câncer, an educational booklet consisting of oncologic words and terms.

The method used to develop the material included categorization, labeling, taxonomy, perspective, knowledge management and lexivisual interface. For each stage of the production process - creation, production, validation and approval - the target audience had an effective participation.

RESULTS: The Beaba do Câncer is being implemented and it is in the process of collecting data of theoretical approaches. Qualitative analysis of the product has been above expectations and has opened the way for patients and families contribution.