

# TECHNICAL-SCIENTIFIC MANAGEMENT OF THE WORKSHOPS OF THE 2ND INNOVATIVE MUNICIPAL COMPETITION

*GESTÃO TÉCNICO-CIENTÍFICA DAS OFICINAS DO 2º CONCURSO MUNICÍPIO INOVADOR*

*GESTIÓN TÉCNICO-CIENTÍFICA DE LOS TALLERES DEL 2º CONCURSO MUNICIPAL INNOVADOR*

✉ Valéria Romão Pasqualini Nerio<sup>1</sup>, ✉ Leidy Dayane Paiva de Abreu<sup>2</sup>, ✉ André Ribeiro de Castro Júnior<sup>3</sup>,  
✉ Maria Morgana Souza Gomes<sup>4</sup>, ✉ Maria Lourdes dos Santos<sup>5</sup> e ✉ Maria Iara Socorro Martins<sup>6</sup>

## ABSTRACT

The objective was to describe the advisory and management process of the scientific writing workshops of the 2nd Innovative Municipal Competition of the Cuidar Melhor Ceará Program. This is an experience report that narrates the role of the Executive Committee in advising the scientific writing workshops of the 10 municipal practices that won the 2nd Edition of the Innovative Municipal Competition of the Cuidar Melhor Ceará Program, with 16 weekly meetings, 13 of which are synchronous and 3 asynchronous, to work on their innovative health practices from the perspective of scientific articles. The results, evaluated by verifying the sending of weekly writing activities related to the topics of the scientific article, indicated the conversion of innovative practices into 06 scientific articles that were published in a Supplementary Edition in the Scientific Journal of Revista Cadernos ESP. The process of conducting the workshops allowed the effective consolidation of the stages of construction of scientific articles, ensuring the dissemination of these actions by the municipalities to the academic community.

**Descriptors:** *Diffusion of Innovations; Knowledge management; health.*

## RESUMO

Objetivou-se descrever o processo de assessoria e gestão das oficinas de escrita científica do 2ª Concurso Município Inovador do Programa Cuidar Melhor Ceará. Trata-se de um relato de experiência que narra a atuação da Comissão Executiva na assessoria das oficinas de escrita científica das 10 práticas municipais vencedoras da 2ª Edição do Concurso Município Inovador do Programa Cuidar Melhor Ceará, contando com 16 encontros semanais síncronos, desses 3 assíncronos, para trabalharem suas práticas inovadoras em saúde sob a perspectiva de artigos científicos. Os resultados, avaliados pela verificação do envio das atividades semanais de escrita afins aos tópicos do artigo científico, indicaram a conversão das práticas inovadoras em 06 artigos científicos que foram publicados sob Edição Suplementar em Periódico Científico da Revista Cadernos ESP. O processo de condução das oficinas permitiu a consolidação efetiva das etapas da construção dos artigos científicos, garantindo a divulgação dessas ações dos municípios à comunidade acadêmica.


**Descritores:** *Difusão de inovações; Gestão do conhecimento; Saúde.*


## RESUMEN


El objetivo fue describir el proceso de asesoría y gestión de los talleres de redacción científica del 2º Concurso Municipal Innovador del Programa Cuidar Mejor Ceará. Se trata de un relato de experiencia que narra el papel del Comité Ejecutivo en el asesoramiento de los talleres de redacción científica de las 10 prácticas municipales ganadoras de la 2ª Edición del Concurso Municipal Innovador del Programa Cuidar Mejor Ceará, con 16 reuniones semanales sincrónicas, de las cuales 3 fueron asíncronas, para trabajar sus prácticas innovadoras en salud desde la perspectiva de artículos científicos. Los resultados, evaluados verificando el envío de actividades de escritura semanales relacionadas con los temas del artículo científico, indicaron la conversión de prácticas innovadoras en 06 artículos científicos que fueron publicados en una Edición Suplementaria en la Revista Científica de la Revista Cadernos ESP. El proceso de realización de los talleres permitió la consolidación efectiva de las etapas de construcción de artículos científicos, asegurando la difusión de estas acciones por parte de los municipios a la comunidad académica.


**Descriptores:** *Difusión de innovaciones; Conocimiento administrativo; salud.*


<sup>1</sup> Escola de Saúde Pública do Ceará. Fortaleza, CE - Brasil. 

<sup>2</sup> Escola de Saúde Pública do Ceará. Fortaleza, CE - Brasil. 

<sup>3</sup> Escola de Saúde Pública do Ceará. Fortaleza, CE - Brasil. 

<sup>4</sup> Escola de Saúde Pública do Ceará. Fortaleza, CE - Brasil. 

<sup>5</sup> Escola de Saúde Pública do Ceará. Fortaleza, CE - Brasil. 

<sup>6</sup> Escola de Saúde Pública do Ceará. Fortaleza, CE - Brasil. 

## INTRODUCTION

Following the premise of strengthening the Unified Health System (SUS), the state of Ceará also began to adopt policies to stimulate innovation in health actions in order to strengthen the scenario of practices and services. As a result, in 2020 the Government of Ceará created the Better Care Program, a pioneering initiative in Brazil, with the purpose of establishing a cooperation pact between the State, municipalities and society aimed at improving health outcomes, configuring itself as a set of incentive actions for municipalities, professional teams and health actions with satisfactory results in the context experienced in each location. evaluated according to the effort and impact of the actions developed<sup>1</sup>.

As a dimension of the Better Care Program, the Innovative Municipality Contest is an initiative to stimulate good practices in health innovation, encouraging the implementation and implementation of innovations in improving the quality of public services and health indicators. Above all, with regard to the issues that most lead to the occurrence of diseases and deaths in the population of the municipalities of Ceará, as well as the production of recognition and appreciation of comprehensive health care actions for the benefit of the community<sup>2</sup>.

The integration of subjects' knowledge becomes indispensable for the construction of innovative health practices. In this sense, the proposed organizational model aims at the representativeness of subjects/workers in the process of knowledge construction, in addition to the need for intersectoral articulation in order to expand care in primary health care<sup>3</sup>. In this movement, it is important to emphasize the interdisciplinarity and recognition of the actors and principles that guided the product. In a similar way is the Innovative Municipality Contest, this instrument that highlights the success of the initiatives and promotes those involved.

Thus, in the years 2022-2023, in its 2nd edition, the event ensured that the winning innovative practices were awarded with an Advisory in Scientific Production. The goal is to work on the report of innovative practices, converting them into technical-scientific productions in the form of scientific articles. The action seeks to strengthen the actions arising from the practice scenario, ensuring support and encouragement for technical-scientific production and the dissemination of these solutions so that they inspire or serve as a reference for other initiatives.

This movement favors the health information process, recognized by the binomial, of the population's need for information and well-being by providing technical support, through workshops and mini-courses, and disseminating the material produced in publications and various social media<sup>4</sup>. Thus, this manuscript aimed to describe the process of advising and managing the scientific writing workshops of the 2nd Innovative Municipality Contest of the Better Care Ceará Program.

## METHODS

This is an experience report that narrates the performance of the Executive Committee in advising the scientific writing workshops of the 10 winning municipal practices of the 2nd Edition of the Innovative Municipality Contest of the Better Care Ceará Program. The main characteristic of the report is the description of the intervention. Maintaining this descriptive character, since it describes phenomena based on possible establishments of action relations<sup>5</sup>.

The Innovative Municipality Contest, consisting of one of the dimensions of the Better Care Ceará Program, is an idealization of the Secretariat of Intersectoral Public Policies of the Secretariat of Health of the State of Ceará (Sesa), through the Coordination of Intersectoral Policies (Copis), in partnership with the Health Research Management (Gepes) of the School of Public Health of Ceará Paulo Marcelo Martins Rodrigues (ESP/CE).

In this sense, it is characterized as a programmatic action, with a precursor theme in our country, involving the convergence of efforts between state and municipal governments and society, through a cooperation pact in the search for better health indicators in the state<sup>1</sup>. The municipalities were able to register the practices aligned with the following themes: (a) Comprehensiveness of Maternal/Child/Early Childhood

Care; (b) Prevention of Adolescent Pregnancy; (c) Comprehensiveness of Care for Diabetes *Mellitus* (DM) and/or Systemic Arterial Hypertension (SAH); (d) Prevention of Cerebrovascular Accident (CVA); (e) Prevention of Acute Myocardial Infarction (AMI); and (f) Prevention of Traffic Accidents involving Motorcycles.

For the 2nd Edition, the contest was divided into two stages: Homologation and Evaluation. The approval took place from the conference, by the executing team, to verify compliance with the requirements established in the Notice. After homologation, the practices were sent to the evaluation process in the two subsequent stages. The first stage, of eliminatory and classificatory character, occurred with the evaluation, by the Evaluation Committee, of an expanded summary of the practice. This evaluation stage had a cut-off score of 70 (seventy) points. The second stage, of a classificatory nature, occurred with the evaluation, by the Evaluation Committee, of the presentation of the practices that had reached the cut-off mark in the previous stage. The presentation of the practice by the responsible team took place on a date and time established by the Schedule to be released by the Executing Committee, and this step was given *online* using the *google meet* tool.

The final result of the evaluation process of the practices was given by the arithmetic mean of the sum of the scores assigned in the first and second stages of evaluation, and the 10 winning practices were offered the Scientific Production Advisory for the purpose of producing scientific articles for the dissemination of the best evaluated practices.

The development of the meetings, as an award provided for in the contest notice, conferred the objective of preparing scientific articles based on the practices presented in the 2nd edition of the Innovative Municipality Contest. Thus, the meetings took place in the format of workshops, in which each meeting generated a product (part by part of the construction of the manuscripts). Thus, the 10 winning practices of this edition of the contest were published in the form of scientific articles in the special institutional edition of the Cadernos ESP Journal.

## RESULTS

The workshops were initiated and coordinated by the Health Research Management (Gepes) team of the aforementioned institution, consisting of a total of 16 meetings, with activities scheduled between May and August 2023. Thus, on May 02, 2023, the Scientific Production Advisory began through Scientific Knowledge Production Workshops, with an inaugural class, starting at 10:15 am, synchronously through *google meet*, in a link previously sent to the agents of the first ten practices awarded in the 2nd edition of the aforementioned Innovative Municipality Contest, Shown in Table 01.

**Table 01 - List of practices by winning municipality of the 2nd Edition of the Innovative Municipality Competition, Fortaleza-CE, 2023.**

PRACTICE	MUNICIPALITY	AXIS
The Importance of Intersectoriality in the Strengthening and Qualification of the Sus Jijoca de Jericoacoara	Jijoca de Jericoacoara	Maternal/Infant/Early Childhood Care Care
Caring for Those Who Care: Therapeutic Project with Mothers/Fathers and Caregivers of Children with Autism and Other Pervasive Developmental Disorders	Solonopolis	Maternal/Infant/Early Childhood Care Care
An Effective Strategy for Reducing Teenage Pregnancy	Sobral	Prevention of Teenage Pregnancy
Strategies of the Center for Permanent Education to Reduce Infant Mortality	Jaguaretama	Maternal/Infant/Early Childhood Care Care
Water aerobics in the Jaguaribe River: A Strategy to Reduce Women's Cardiovascular Risk	Board northern	Prevention of Cerebrovascular Accident (CVA)

From the Cradle to the Dental Chair: Dental Childcare	Pear Tree	Maternal/Infant/Early Childhood Care Care
Rehabilitating Dreams: An Equine Therapy Project	Magdalene	Maternal/Infant/Early Childhood Care Care
Improvement in the Vaccination Monitoring of Children in the Municipality of Mulungu-Ce through the Use of a Vaccination Booklet	Mulungu	Maternal/Infant/Early Childhood Care Care
Poet Nicodemos Araújo Project	Acaraú	Attention to Care for Diabetes and/or Hypertension
Development of a Flowchart for the Care of Children and Adolescents in Situations of Sexual Violence	New Address	Maternal/Infant/Early Childhood Care Care

Source: Own authorship (2023)

The activities were divided into synchronous and asynchronous moments, so that each synchronous meeting took place in an average period of 2 hours, with an expository presentation on the theme of the day and discussion with questions as they arose. This synthesis of the themes is shown in chart 02.

The workshops were facilitated by a multidisciplinary team composed of masters and doctors who make up the Contest Execution Committee and respecting the participants' working hours.

**Table 2 - Calendar of meetings of the Scientific Advisory Workshops for the winners of the 2nd Edition of the Innovative Municipality Competition, Fortaleza-CE, 2023.**

SCIENTIFIC ADVICE	
66 hours/lessons	
Expected Dates	Theme and Description
02/05/2023 1:30 p.m. to 3:30 p.m.	Inaugural class * Workshop objectives (what is it, why and when?) * Present the schedule * Importance of participation and attendance * Presentation of the team with respective contacts * Orientation and submission of base article for the next class * Define the person responsible for sending the activities
09/05/2023 1:30 p.m. to 3:30 p.m.	What is a scientific article? + How to build the objectives *Request completion of the objectives via <i>google forms</i> until 05/13/2023
16/05/2023 1:30 p.m. to 3:30 p.m.	Discussion and alignment of the proposed objectives
23/05/2023 1:30 p.m. to 3:30 p.m.	Justification and Relevance (presentation) + keywords (direction of the theoretical framework) *Request completion with justification+relevance+keywords via <i>google forms</i> until 05/27/2023
30/05/2023 1:30 p.m. to 3:30 p.m.	Discussion and alignment of justifications + relevance + proposed keywords
06/06/2023 1:30 p.m. to 3:30 p.m.	Methods: scientific framework for articles *Revise supporting texts: initial articles *Request the completion of <i>google forms</i> until 06/14/2023 with the proposed method
13/06/2023 1:30 p.m. to 3:30 p.m.	Asynchronous Activity for Method Structuring
20/06/2023 1:30 p.m. to 3:30 p.m.	Discussion and alignment of methods
27/06/2023	Discussion and alignment of methods

1:30 p.m. to 3:30 p.m.	
04/07/2023 1:30 p.m. to 3:30 p.m.	Introduction: Scientific Structure *Request completion with the proposed method via <i>google forms</i> until 07/12/2023
11/07/2023	Students/Asynchronous Activity for Writing the Introduction
18/07/2023 1:30 p.m. to 3:30 p.m.	Discussion and alignment of introductions
25/07/2023 1:30 p.m. to 3:30 p.m.	Presentation and guidance in structuring the results, discussion, limitations and final considerations *Request the submission of the full paper (pdf format) to <i>google forms</i> until 08/04/2023
01/08/2023	Asynchronous activity for preparation of presentations
08/08/2023 1:30 p.m. to 3:30 p.m.	Presentations of completed papers
22/08/2023 1:30 p.m. to 3:30 p.m.	Article Submission: how to submit in Cadernos ESP Journal
29/08/2023 1:30 p.m. to 3:30 p.m.	Evaluation and closure

Source: Own authorship (2023).

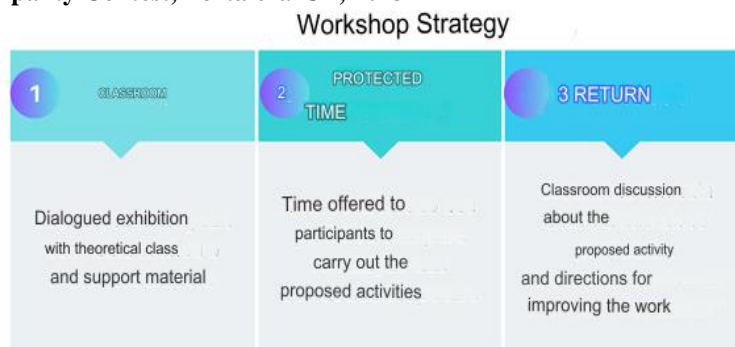
The workshops aimed to promote the production of scientific knowledge among the agents involved in the practices awarded in the contest. After each moment of synchronous class, time was given for the delivery of an activity proposed in the class and the next class began with the discussion of the proposed activity. The step-by-step construction of the scientific articles served to formulate, in a dialogical way, the manuscripts, thus, little by little, the practices became the product of the workshops and formulated in a technical way the knowledge shared by the municipalities.

This continuous process of promoting the participation of workers/professionals served for the subjects to formulate their knowledge in a precise way in order to disseminate their successful practices, collaborating with the transparency of the public administration, in addition to expanding access to the successful practices performed by the municipalities. In this way, the action performed an important social function by disseminating the work of these workers, as municipal public agents of Primary Health Care, while stimulating writing and sharing knowledge while becoming protagonists of these narratives.

During the process of building the workshops, the biggest challenge was to have the participation of the 10 municipalities awarded with the award. It is believed that this challenge is centered on the work model and the great demand for actions performed by public agents in their different realities. Another challenge to be mentioned is the turnover of these actors in the field of service, considering that during the active search for agents who represented the winning municipalities, some no longer worked in that city, making it difficult to access the representatives of the municipality.

One of the strategies devised by the executing committee was the structuring of the meetings in 3 moments, didactically, separated, being destined to the Class; Protected Time and Return. Thus, the meetings could be organized in cycles, in which the construction of the article could be elaborated more actively by the participants, as illustrated in figure 1.

**Figure 1 - Strategy used in the organization of the meetings of the Scientific Advisory workshops for the winners of the 2nd Edition of the Innovative Municipality Contest, Fortaleza-CE, 2023**



Source: Own authorship (2023)

In this didactic way, it was possible to approach the fundamental parts of the article from the definition of research objectives, justification, relevance, keywords, methods, introduction, results, discussion, limitations and final considerations. Thus, thinking systematically about the cycle of meetings, the first moment consisted of the theoretical class, in which the dialogued exposition presented definitions, examples and techniques to develop the part established therein.

In the second moment, asynchronously, the participants had time to perform the proposed activity, always having support offered by the executing committee via *whatsapp*, in case of doubts and questions. Ending in the third moment, with the delivery of the activity and collective discussion, in order to clarify doubts and enable the collective construction of knowledge. In this way, this model of approach made it possible for the experience to gradually take shape in the article, in addition to allowing the participants the advent of new knowledge in the field of scientific production that can later collaborate in the sharing of future works.

The mediators of the workshops are researchers specialized in scientific production for the area of Health and were present at the inaugural class. In total, the work had 8 professionals with Master's and PhD degrees in Collective Health themes.

The corrections and adjustments were carried out collaboratively with the help of the mediators. It is important to highlight that the presence and active participation of the representatives of the awarded municipalities were essential for the progress of the workshop activities.

In addition, *links*, reference materials, templates and resources were provided for the elaboration of the articles. With the end of the last workshop, the participants began the process of submitting their scientific articles, contributing to the dissemination of knowledge and the promotion of innovation in their municipalities.

## DISCUSSION

Health information sciences guide the possibilities of creating and evolving public policies, adapting to the needs arising from the practical reality of professionals and workers, recognizing their regionalization and social participation in the municipalities where they were carried out.

Scientific dissemination (CD) has followed the movement of the communication revolution promoted by the advent of new technologies, a process that favors the large-scale dissemination of information, making it disseminated to various audiences. However, for the purpose of disseminating and circulating technical-scientific knowledge, the scientific community, which seeks legitimacy of information, as well as the expansion of the forms of dialogue with society, expanded not only the quantification of the data disseminated but also the scientific of this production<sup>6</sup>.

It is important to evaluate the way in which scientific production arrives and communicates, including the ability to adapt to new science communication tools and the respective forms of interaction with the public.

The main practice of the Innovative Municipality Contest is the promotion and promotion of technical and scientific productions of the work activities of health professionals and workers from the 184 municipalities of Ceará. This program brings innovation by creating possibilities that streamline services, value health professionals and workers through their attributions, and move them to new perspectives, signaling as a result a better quality of life for SUS users. The initiative aims to sensitize health workers to the development of innovations, being essential for the sustainability of the SUS, favoring the exchange of knowledge among peers about initiatives adopted in the health territories of the municipalities of Ceará<sup>2</sup>.

In this scenario, the workshops are characterized as an innovative method and practice, since they seek to signal the practices that present improvement in the implementation of actions, processes, products and services, which significantly improve the previous situation in relation to a health problem, as an innovation technology that creates and fundamentally changes the form of organization and deliveries to society, generating the best results for the public health service and social value<sup>2-7</sup>.

The choice of the thematic axes was based on the reality of the social and health problems of the population of Ceará, to show that health care is not done with only one type of professional, but with a multiprofessional and interprofessional team, with intersectoral partnerships, experiences that can be presented, replicated in other care scenarios.

Innovative practices with the dissemination of results in health territories, combined with the potential of scientific communication, is a way to reach the non-scientific community. Therefore, the open access policy and the development of digital culture are fundamental to disseminate scientific knowledge, aiming to make information available on the network, free of charge, to society<sup>2-8,9</sup>.

In the context of public and collective health, it is possible to highlight several dimensions that positively impact the health system, such as the commitment of the Government of Ceará to strengthen the Unified Health System (SUS) through the Better Care Program, a pioneering initiative in Brazil.

This strengthening is essential to improve the quality of health services and ensure equitable access to these services for the entire population. Since the development of publicization of innovative practices in the municipalities of Ceará is stimulated, addressing specific health challenges of the local population and contributing to improve health indicators.

Thus, the study highlights that this action plays a relevant role in disseminating the work of health professionals, contributing to transparency in public administration. This aspect strengthens the community's confidence in the actions carried out by municipal public agents.

## CONCLUSION

The process of conducting the workshops, carried out by the executing committee, allowed the effective consolidation of the stages of the construction of the articles arising from the practices awarded in the 2nd Innovative Municipality Contest of the Better Care Program, thus ensuring the dissemination of these actions of the municipalities to society and the academic community. The initiative of the workshops allowed not only the systematic view of the work process of the municipalities, but also the alignment of the flow, which was fundamental for the scientific production and dissemination of the results obtained by the practices of municipal actions.

It is evident that the executing committee, through a rigorous construction process based on the workshops, aimed to systematize the information in order to achieve the proposed results. The resources of digital media were fundamental for the effective adhesion of the municipalities to the contest, in view of the physical distance between the awarded cities and the headquarters of the School of Public Health of Ceará, so the digital technologies contributed to a greater reach of the proposal, in addition to making the execution of the workshops more didactic and fruitful in the field of learning.

The main challenge of holding the workshops was to establish an agenda among the participating municipalities, understanding the logic that there is a defined work process in the municipalities that need

adjustments by the teams to follow the calendar of meetings. Although the action with the municipalities of Ceará has its challenging character, the articulation and delivery of the product was indispensable to make public the scope of the initiative that confers the aforementioned contest, in its second edition.

Finally, it is worth mentioning the limitations in the complexity of organizing workshops in the midst of the varied agenda of the participating municipalities, considering the different work realities of health professionals, as well as the dependence on digital technologies to carry out the workshops, which may exclude those who have limited access to these tools.

In this sense, as a potential and future suggestion, the application of evaluation questionnaires and feedback from participants is indicated to improve the offer of scientific production workshops, as it is essential to consider and overcome these limitations to ensure that the benefits of this innovative approach extend to all participants and are consolidated as a sustainable and inclusive practice in the field of health Public.

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