

# PRODUCTION OF TECHNICAL AND SCIENTIFIC PUBLICATIONS FOR THE PREVENTION AND CONTROL OF CANCER

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## INTRODUCTION

As a result of its incidence and mortality, in recent decades the cancer came to be seen as a global public health issue. The World Health Organization (WHO) estimated that, in the year 2030, may be expected 27 million incident cases of cancer and 17 million deaths from cancer.

In Brazil, estimates indicate the occurrence of approximately 518,510 new cases of cancer in 2013, increasing the magnitude of the problem of cancer in the country.

To face this problem, some actions are essential: health information for all segments of society; disclosure about prevention aimed both for individuals and for groups (with emphasis to work environments and schools); generation of public opinion; support and encouragement for the formulation of laws that allow to monitor the occurrence of cases.

In order to do that, the National Cancer Institute José Alencar Gomes da Silva (INCA), an agency of the Ministry of Health of Brazil responsible for developing and coordinating integrated actions for the prevention and control of cancer in the country, uses the production of publications as one of its strategies for this purpose. Their basis of operations is the generation and dissemination of knowledge for the adoption of technical procedures, scientific and technological research and innovation in health.

## OBJECTIVE

To describe the importance of the publications about prevention and control of cancer as a support for the actions that contribute to the reduction in the incidence and mortality due to cancer, improving the knowledge of healthcare managers, professionals, researchers and students.

## METHOD

All publications produced by INCA undergo an extensive editorial process, which is responsible for transforming the information in quality, transparent and broad-access publishing products. They are produced in various formats and media, which can be classified in book, brochure, poster, folder, journal and e-book, among others, always thinking about the ease of user access, and the most suitable for the transmission of information.

The editorial process has several steps, passing by different teams of professionals in the service of editing and technical and scientific information, such as evaluation by the Editorial Committee of the INCA, editing, grammatical and orthographic reviews, bibliographic standards, graphic design and layout, among others.

## RESULTS

As such, the publications produced by INCA contribute to the knowledge on prevention and control of cancer in the country and to the national public health activities concerning this area; they offer support for decision-making, and are used as efficient tools for health actions, as show in Table 1.

**Table 1** – Examples of publications produced by INCA and its uses

Publication	Goal	Target audience
ABC Cancer - Basic Approaches to Cancer Control 	Basic information covering all major aspects of cancer: definition, prevention, early diagnosis, treatment, epidemiology and public policy	Undergraduate and postgraduate students in health sciences and non-specialized health professionals
Guidelines for cervical cancer screening 	Standardized recommendations for clinical approaches to care for women with precursor or invasive lesions. Clinical guidelines of the National Cervical Cancer Control Program	States and Local Health Coordination, Scientific Societies and Health Professionals
Control of Breast Cancer - Consensus Document 	Recommendations for prevention, early detection, diagnosis, treatment and palliative care in breast cancer and strategies used to implement the Unified Health System (SUS)	State and Local Health Coordination, scientific societies and health professionals
Estimate - Incidence of cancer in Brazil 	Updated data on the number of expected new cases of cancer and estimates on the number of deaths caused by the disease	Health care managers and health professionals
Guidelines for the Surveillance of Work-Related Cancer 	Technical and Epidemiological Guidelines to trigger epidemiological surveillance and working place-based actions	Primary and Average Complexity Technicians of Unified Health System (SUS)
Knowing Health: Tobacco prevention and other risk factors for the development of chronic diseases 	It presents smoking and other risk factors that increase the incidence of cancer	Teachers of public schools
Series "INCA Routine Procedures" 	The series has as main objective to intensify the relationship between education and medical and hospital assistance, by standardizing clinical procedures	Professionals and students of the INCA (internal distribution)

## CONCLUSION

- Currently, the INCA publishes about 50 books a year, which are distributed free of charge to managers, health professionals, students and the general public throughout the country.
- The publication of books in order to support the actions of control and prevention of cancer and undergo a complete editorial process provides:
  - Guarantee of quality publishing products, respecting editorial standards and ethical precepts.
  - Wide access to information.
  - Basic requirements of information retrieval in database, inclusion in the documentary collection of the institution (technical memory), stimulus to research and exchange.
  - Reduction of waste and preventing the misapplication of resources (with overlapping efforts and inadequate circulation).
  - Greater institutional visibility and preservation of their priorities.
  - Satisfactory contribution to knowledge in Oncology in the country and to national public health activities relating to the cancer area.
  - Support for decision-making.
  - Use of the products as efficient tool for health actions and the development of a referential acquis in Oncology.