Introduction

Invisibilized in several aspects, including the media, neglected diseases are linked to situations of poverty and are perpetuated by them, affecting almost one sixth of people. We observe the theme from the field of communication and health and especially analyze the activity of press relations in the interface between the institutions of science, technology and innovation in health and media, resulting in the analysis of this correlation that impacts on the production and circulation of meanings about health and neglected diseases in the Brazilian news.

Methodology

We analysed the treatment given by the press to the announcement of advances in the production of a vaccine against schistosomiasis, developed by Fundação Oswaldo Cruz, comparing the documents developed by the institution's press office against the content of the news conveed. We've listed twelve outstanding discursive features in the release to identify how many and which would appear in six journals. From the data tabulation, we performed simple three-rule mathematical operations to measure the alignment between release and material percentages, called alignment coefficients.

Results

The six reports analyzed on the SM14 vaccine were related to the release, and five of them had an alignment greater than 50%, according to the set of aspects listed for analysis. Only one of the vehicles was below this index, with 33% correlation, while two obtained 92%. The average of the alignment coefficient between the material of the advisory and the news conveed was 72%.

Conclusion

The analyzed vehicles were based on the release, especially those from non-endemic regions for schistosomiasis. The research indicated that press advisors can contribute to the scheduling and directing of certain guidelines in the news. We conclude that the strategic use of advisors can be favorable, in addition to institutional interests, also to
social demands, stimulating the presence of neglected diseases in the media, for example.