ABSTRACT

Introduction: In recent years, the Internet has become an integral part of health surveillance, presenting and pointing to the growing use of social networks as an important tool for public health regarding health education on how to prevent infectious agents and also in monitoring emerging health threats, such as Aedes aegypti and arbovirus transmission. Considering that the Brazilian Ministry of Health accumulates more than 2 million followers on the Facebook page, it becomes pertinent to investigate the communication made by the Brazilian Ministry of Health through the posts on the page.

Method: This is a descriptive and exploratory study that aimed to know the reality that involves the strategies of communication about arboviruses adopted by the Brazilian Ministry of Health in social networks, subject little studied from the point of view of collective health. The sample consisted of posts posted on the official Brazilian Ministry of Health Facebook profile in December 2015, 2016 and 2017, related to mosquito and arboviruses. After extracting the data into its own database, each of these posts was classified and categorized according to their themes and discourse.

Results: A. aegypti has great role and importance among Brazilian Ministry of Health page publications. With common characteristics to the campaigns of Brazilian Ministry of Health, the posts presented the mosquito as villain and public enemy and used widely the war language and accountability of the population. Against the perspective of health-promoting communication, expressions denoting struggle and war are constantly used to try to conquer social mobilization.

Conclusion: It is concluded that social networks are a space for health communication and it is essential that the federal manager of the SUS maintains health promoting communication strategies and not only the accountability of the population.