

Original article

## Production and validity of a podcast to promote mental health among primary care users\*

Produção e validação de podcast para promoção da saúde mental de usuários da atenção primária

*Producción y validación de un podcast para promover la salud mental de usuarios de atención primaria*

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### Abstract

**Objective:** to describe the production and validity process of an educational podcast entitled "Cuide de Sua Mente" (Take Care of Your Mind). **Method:** action research, developed in five phases, from the perspective of health promotion. Information was produced from October 2022 to October 2023. For validity, the calculation of Content Validity Index (CVI) and Semantic Concordance Index (SCI) was adopted. **Results:** five episodes were produced for the podcast, focusing on actions aimed at preventing and promoting mental health, lasting eight to 22 minutes. Seven experts on the subject and ten primary healthcare users carried out the technology validity process, with a CVI of 0.93 and a SCI of 0.95. **Conclusion:** the podcast constitutes a valuable and innovative strategy in educational processes, providing a scope of free access, with potential for replicability given the range of possibilities for content consumption by the public.

**Descriptors:** Mental Health; Primary Health Care; Educational Technology; Health Promotion; Health Education

### Resumo

**Objetivo:** descrever o processo de produção e validação do podcast educativo intitulado: "cuide de sua mente". **Método:** pesquisa-ação, desenvolvida em cinco fases, sob a perspectiva da promoção da saúde. As informações foram produzidas no período de outubro de 2022 a outubro de 2023. Para validação adotou-se o cálculo de Índice de Validade de Conteúdo (IVC) e de Concordância Semântica (ICS). **Resultados:** foram produzidos cinco episódios para o podcast com ênfase às ações voltadas à prevenção e promoção da saúde mental, com duração de oito a

vinte e dois minutos. Sete especialistas na temática e dez usuários da atenção primária à saúde realizaram o processo de validação da tecnologia, mediante IVC de 0,93 e ICS de 0,95. **Conclusão:** o podcast constitui uma estratégia valiosa e inovadora nos processos educativos, proporcionando uma abrangência de livre acesso, com potencial de replicabilidade mediante a gama de possibilidades de consumo do conteúdo pelo público.

**Descritores:** Saúde Mental; Atenção Primária à Saúde; Tecnologia Educacional; Promoção da Saúde; Educação em Saúde

## Resumen

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**Objetivo:** describir el proceso de producción y validación del podcast educativo titulado: "*Cuide de Sua Mente*" (Cuida Tu Mente). **Método:** investigación-acción, desarrollada en cinco fases, desde la perspectiva de la promoción de la salud. La información fue producida entre octubre de 2022 y octubre de 2023. Para su validación se adoptó el cálculo del Índice de Validez de Contenido (IVC) y de Concordancia Semántica (ICS). **Resultados:** para el podcast se produjeron cinco episodios con énfasis en acciones destinadas a prevenir y promover la salud mental, con una duración de ocho a veintidós minutos. Siete expertos en el tema y diez usuarios de la atención primaria de salud realizaron el proceso de validación de la tecnología, utilizando un IVC de 0,93 y un ICS de 0,95. **Conclusión:** el podcast constituye una estrategia valiosa e innovadora en los procesos educativos, brindando un ámbito de libre acceso, con potencial de replicabilidad a través del abanico de posibilidades de consumo del contenido por parte del público.

**Descriptores:** Salud Mental; Atención Primaria de Salud; Tecnología Educacional; Promoción de la Salud; Educación en Salud

## Introduction

Mental disorders interfere with the balance of biological and psychological processes, which regulate individuals' emotional, cognitive and behavioral aspects. Therefore, it is important that society pays close attention to these disorders, given that there are almost one billion people worldwide living with some kind of mental disorder.<sup>1</sup>

The Global Burden of Disease – Mental Health study refers to mental disorders resulting from the use of substances, such as alcohol and other drugs, and to mental health disorders, showing that one in seven individuals has one or more mental disorders.<sup>2</sup>

Primary Health Care (PHC) professionals demonstrate, in their daily lives, the great demand for mental healthcare.<sup>3</sup> In accordance with this reality, it is necessary for PHC to be prepared to meet the population demands and understand the social context in which it is inserted, as well as to look for ways to promote health and prevent injuries, through multidisciplinary and intersectoral practices, aiming at comprehensive and humanized care.<sup>4</sup>

In this regard, it is important to understand the communication processes with PHC users. Information, health communication and the adoption of preventive and

health-promoting behaviors are essential for healthy lifestyles and combating diseases and mental health problems.<sup>5</sup>

To implement health promotion actions in PHC, services have increasingly sought to use care-educational technologies (CET), as these tend to value the experience of living, the way and context of people's lives, transforming those involved into human beings, critical, reflective, autonomous, empowered to act and transform their own reality.<sup>6</sup> From this perspective, they are included in nursing professional practice, aiming to provide a possibility for the development of criticism, construction of unity, care as well as significant learning for individuals.<sup>7</sup>

Furthermore, podcasts are flexible in their playback and sharing modes, providing users with autonomy in their use of location and time as well as in dissemination of knowledge that transcends geographical barriers.<sup>8</sup>

Among the CET that has been widely used in health are podcasts, which are digital audio files transmitted over the internet and that can be made available free of charge or by subscription and can be accessed by a device connected to the internet (computers, cell phones, notebooks, tablets). Podcasts are configured as a CET, which is gaining evidence in the health field, as it provides autonomy, flexibility and innovation to the public that uses this tool in the teaching-learning process.<sup>9</sup>

Given the above, podcasts become relevant in promoting the Brazilian Health System (In Portuguese, *Sistema Único de Saúde* - SUS) users' mental health to meet local demands, but which are also of concern to other municipalities and regions of Brazil, as it provides a scope of free access, with potential for replicability. Thus, this article aimed to describe the production and validity process of an educational podcast entitled "*Cuide de Sua Mente*" (Take Care of Your Mind).

## **Method**

This is action research, composed of five phases (exploratory, seminar, action plan, know-how/informal training, and dissemination and assessment), adapted from the method described in the literature,<sup>10</sup> and this article will highlight the third phase of study (action plan).

Phase 1 - exploratory: this stage consisted of an integrative literature review, which sought to identify and characterize the use of educational technologies aimed at promoting PHC users' mental health; characterization of the profile of users with mental health problems in the PHC of the municipality in question through analysis of individual care reports and individual registration based on the search in the *e-SUS Atenção Primária* (e-SUSAPS) information system; and individual interviews with healthcare professionals, which made it possible to identify the health promotion practices used by them in the work process.

Phase 2 - seminar: the focus group technique was used with 15 PHC professionals who work in mental health, enabling the definition of the target audience and the technology to be developed (podcast) as well as the collection of content suggestions to compose the podcast. For selection, all professionals who work in the field of mental health in the PHC of the municipality were invited.

Phase 3 - action plan: in this phase, the podcast content was defined, and an analysis of the theoretical framework on the topics was carried out based on the concepts of health promotion in reports, guidelines from national and international organizations and associations, in addition to documents issued by the Ministry of Health. Updated scientific articles from different health journals were also consulted, mainly covering actions aimed at preventing and promoting mental health, and thus the podcast production began, highlighting that all content was based on literature.

The podcast was produced using scripts based on studies in mental health and health promotion, in a participatory manner, with health team members, considering the aptitude of each professional in relation to the topic. This production was divided into four stages, such as presentation, opening, questions and answers from guests, and closing and credits.<sup>11</sup>

Once the script was finished, its content was validated by mental health experts. To select experts, an intentional, non-random, non-probabilistic sample was used, through analysis of resumes on the Brazilian National Council for Scientific and Technological Development (In Portuguese, *Conselho Nacional de Desenvolvimento Científico e Tecnológico* - CNPq) portal *Lattes* Platform that met at least two of the following established criteria: 1) being an expert (*lato* or *stricto sensu*) in the thematic

area of the study: mental health; 2) having clinical-care practice with the study's target audience, PHC users, for at least three years; 3) having work published in a journal and/or event on mental health; 4) having work published in journals and/or events on construction and validity of CET in mental health; and/or 5) being a member of a scientific society in the subject area.<sup>12</sup> The exclusion criteria were incomplete completion of the data collection instrument used and failure to return documents to the researcher.

Fifteen experts who met the inclusion criteria were invited to participate in the study by sending invitation letters via email explaining the research objectives. A 15-day deadline was set for confirmation of participation in the study. The recommendation was to have a minimum of five experts, resulting in seven participants.<sup>13</sup> For validity by experts, an instrument was constructed via Google Forms consisting of nine sections: 1) acceptance term of the research invitation; 2) evaluator's electronic contact; 3) Informed Consent Form (ICF) for reading and acceptance; 4) expert profile characterization (sex, age, education, length of professional experience, highest qualification); 5) PDF file on Google Drive of the podcast script; 6) information for filling out the assessment instrument; 7) script assessment chunk as proposed in the literature,<sup>13</sup> in which aspects and objectives were considered; 8) structure and presentation; 9) relevance, totaling 21 items, also including open-ended questions for comments and suggestions.

Each expert was instructed to assign a score that represented the degree of agreement with each item presented in the three parts that make up the instrument. To this end, a four-point Likert scale was used: (1) means totally suitable; (2) suitable; (3) partially suitable; and (4) unsuitable. When marking the values "3" and "4", they should justify their answer and, if necessary, suggest changes to be made to the material.

Expert identification data were consolidated in a Microsoft Excel<sup>®</sup> spreadsheet and analyzed descriptively by calculating absolute frequency, percentages, averages and standard deviations.

Data analysis was performed using Microsoft Excel<sup>®</sup> spreadsheets based on the Content Validity Index (CVI), which was obtained by adding the number of responses "1" (totally suitable) and "2" (suitable) from each participating judge in relation to each item of the instrument divided by the total number of responses.<sup>14</sup> In this study, the

suggestion was accepted, which considers the technology validated when an agreement rate equal to or greater than 80% is reached.<sup>15</sup>

The suggestions made by content experts were passed on in Microsoft Word® and organized according to the dimension to which they were addressed.

Phase 4 - formal/informal knowledge: in this phase, a discussion circle was held to present and semantically validate the podcast with the target audience. The study included PHC users with mental health problems in the municipality in question, selected using the intentional non-probabilistic sampling method, seeking to serve a minimum number of participants, as proposed in the literature.<sup>12</sup> Users with mental health problems, over 18 years of age and residing in the municipality were included. Illiterates and people with visual difficulties that made it impossible to read the podcast assessment instrument were excluded.

For podcast semantic validity, a sample of ten participants was obtained. At this stage, the researcher invited users through a group, on WhatsApp® and by phone call, scheduling a date and time for the podcast in-person meeting and presentation. This stage took place in October 2023 in a meeting room of a Basic Health Unit. Following the podcast presentation and the ICF signing, the adapted semantic validity instrument was applied in person.<sup>16</sup> The instrument includes evaluator profile characterization (sex, age and level of education), information for completing the instrument, assessment chunk, including the organization aspect, totaling 11 items to be assessed. The Likert scale standard was used with the following valuation: (1) Strongly Agree (SA); (2) Agree (A); (3) Disagree (D); (4) Strongly Disagree (SD) for each item of the questionnaire, and, when marking the options "3" (SD) and "4" (D), the same must justify their answer, pointing out suggestions for improvement of the item by the researcher.

The data obtained in semantic validity were organized in Microsoft Excel® spreadsheets, based on the Semantic Concordance Index (SCI), which was obtained using the formula: " $SCI = \frac{n^{\circ} \text{ of answers 1 and 2}}{n} \text{ of total answers}$ ".<sup>15</sup> In this study, the suggestion was accepted that the technology is considered validated when an agreement rate of at least 70% (0.70) or 80% (0.80) is reached.<sup>13</sup>

Phase 5 - dissemination and assessment: will include verifying the results of the implementation of educational technology for users in PHC, using records from the e-SUS APS information system to identify the problems/conditions assessed in mental health.

Following approval of the project by the Research Ethics Committee (REC), primary healthcare professionals were invited to participate in the research. Those who attended the focus group on the day and at the location scheduled for the study after agreeing to participate signed the ICF. These professionals also signed a Consent Form for the Use of Image and Voice. The identification of each participating professional was preserved during the research.

For the participation of expert judges and target audience in the research, the ICF was arranged and, after agreement to participate, the validity form was made available.

The research was conducted in accordance with the ethical standards required by Resolutions 466/12 and 510/2016 of the Brazilian National Health Council for research conducted on human beings and Resolution 580/2018 of the Ministry of Health. It was submitted to the *Universidade do Estado de Santa Catarina* REC, approved under Opinion 5,538,518 on July 21, 2022.

## **Results**

The action research carried out resulted in the production of a podcast on mental health promotion, aimed at PHC users, entitled "*Cuide de Sua Mente*" (Take Care of Your Mind).

The podcast consists of five episodes, with an average duration of between eight and 22 minutes for each episode, with the following content and participation: episode 1 - presentation of some concepts about mental health, with the participation of a nurse; episode 2 - main risk factors for mental health and the main mental disorders and symptoms that affect PHC users, with the participation of a medical professional; episode 3 - strategies and tools for actions promoting mental healthcare, with the

participation of a nurse; episode 4 - use of integrative and complementary practices as a mental healthcare strategy, with the participation of a university professor and a physiotherapist; episode 5 - teleconsultation (telepsychotherapy), with the participation of a psychologist. A brief content description and a cover image were prepared for each episode. It is worth noting that healthcare professionals participated in both the construction of the scripts and the recording of the episodes.

The script content validity of each podcast episode was carried out by a group of seven experts, composed of nurses (6; 85.7%) and a psychologist (1; 14.3%). Of the 15 experts invited, six did not return the invitation, two agreed to participate in the research, but did not return the questionnaire, being excluded, thus totaling the seven experts who validated the material.

It was found that, among experts, males predominated (4; 57.1%). As for the length of professional experience, two (28.6%) had 17 years of experience; one (14.3%) had 18 years of experience; two (28.6%) had 25 years of experience; one (14.3%) had 33 years of experience; and one (14.3%) had 34 years of experience. The mean length of professional experience in the area was 24.1 years. Concerning age, three (42.9%) were between 40-44 years old; one (14.3%) was between 45-50 years old; three (42.9%) were between 51-56 years old, with an average age of 48 years. Participants were mental health experts, with a predominance of experts with a doctoral degree (4; 57.1%), followed by (1; 14.3%) a master's degree (1; 14.3%) and one with a specialization in the area (1; 14.3%).

Table 1 presents the individual CVI for each of the questions used to validate the content of each criterion. The podcast was validated in its first assessment by content experts, obtaining an overall CVI of 0.93 or 93%. After assessment by experts and receiving their suggestions, it was decided to incorporate the suggestions into the podcast script.

**Table 1** – Item and overall Content Validity Index (CVI). Chapecó, Santa Catarina (SC), Brazil, 2023

Items	CVI
<b>Objectives</b>	
The podcast content facilitates the teaching-learning process on the topic.	0.85 7
The content is consistent with an educational practice in health.	1
The content allows for understanding of the topic.	0.85 7
The content helps to clarify possible doubts about the topic addressed.	0.85 7
The content encourages using the podcast in PHC professionals' practice/performance.	1
The content provides reflection on the topic and encourages changes in attitude and behavior among PHC users.	0.85 7
<b>Structure and presentation</b>	
The content is presented in language appropriate to the target audience, women and adolescents.	0.71
The content follows a logical sequence.	1
The language is interactive, allowing active involvement in the educational process, capable of capturing attention.	0.71
The podcast content includes information that can promote mental health for users in PHC.	1
The technology is appropriate for health promotion in mental health.	1
The information presented is scientific.	0.85 7
The information is well structured in terms of grammar and spelling.	1
The information is objective and clear.	1
The information is enlightening.	1
The information is necessary and pertinent.	1
The topic is current and relevant.	1
The dialogues are formulated in an attractive and non-tiring way.	0.85 7
<b>Relevance</b>	
The content encourages learning.	1
The content contributes to knowledge in the area.	1
The content sparks interest and consequent reflection on the promotion of mental health.	1
<b>Overall CVI</b>	<b>0.93</b>

After analyzing the assessments of each content expert, suggestions were compiled and the items indicated in the podcast script were corrected. Chart 1 below shows the summary of the changes suggested by content experts.

**Chart 1** – Summary of qualitative analysis of changes suggested by content experts. Chapecó, SC, Brazil, 2023

Aspect addressed	Content judges' suggestions	
<b>Objectives</b>	When referring to the International Statistical Classification of Diseases and Related Health Problems (ICD)/Diagnostic Statistical Manual of Mental Disorders (DSM), use "mental disorder."	Suitable in episode 2
<b>Structure/presentation</b>	Make the language more colloquial, less scientific.	Suitable in all episodes
	Change "interdisciplinary team" to: "multidisciplinary team".	Suitable in episode 3
	Change "alcohol and drug use" to "alcohol and other drug use".	Suitable in episode 2
	I suggest a deeper dive into international literature, emphasizing the prevalence of mental disorders in the world and in Brazil.	Suitable in episode 1
	There is a lot of information about methodology and processes in literary review that is not of interest to the intended audience.	Episode excluded from integrative review
	The openings have a lot of information that I find unattractive to listen to.	Suitable in all episodes

After assessing experts' suggestions, the podcast underwent adjustments in the number and content of the episodes, presenting in its final version 30 pages of script, as represented in Chart 2, which addresses the content present in the body of this teaching material.

**Chart 2** – Presentation of the contents present in the podcast script. Chapecó, SC, Brazil, 2023

<b>Episode name</b>	<b>Time</b>	<b>Content</b>
1 - <i>Alguns conceitos em saúde mental</i> (Some concepts in mental health)	14min 6s	It addresses concepts about mental health. It presents the main results of the literature review, the profile of users with mental suffering and the focus group (phases 1 and 2 of the research). It also presents the city's view on the research project.
2- <i>Principais fatores de risco à saúde mental, transtornos mentais e sintomas</i> (Main risk factors for mental health, mental disorders and symptoms)	8min 28s	It provides information on the main risk factors for mental health and the main mental disorders (anxiety, depression and stress) and symptoms that affect PHC users.
3 - <i>Estratégias e ferramentas de ações promotoras de cuidado em saúde mental</i> (Strategies and tools for actions promoting mental healthcare)	9min 43s	It addresses educational actions that promote mental health, for the adoption of healthy lifestyle habits.
4 - <i>Uso das práticas integrativas e complementares como estratégia de cuidado em saúde mental</i> (Use of integrative and complementary practices as a mental healthcare strategy)	22min 2s	It presents concepts, types and details on the use of integrative and complementary practices as a mental healthcare strategy.
5- <i>Consulta por teleatendimento (telepsicoterapia)</i> (Teleconsultation (telepsychotherapy))	10min 49s	It addresses teleconsultation with a psychologist as a resource for promoting mental health.

After validating the script content suitability, the podcast was recorded. The recording took place by prior arrangement with the local producer and healthcare professionals who participated in the creation of episodes.

Semantic validity was performed by ten PHC users, with a predominance of females (9; 90%). Concerning age group, four (40%) participants were between 35-36 years old; three (30%) participants were between 40-44 years old; two (20%) participants were between 45-49 years old; and one (10%) participant was 55 years old. The mean age was 41 years. Regarding education level, three (30%) participants had incomplete elementary education; one (10%) had completed elementary education; four (40%) had completed high school; and two (20%) had a degree in administration and information systems. The overall SCI was 0.95%. Table 2 presents the individual SCI for each item assessed in semantic validity.

**Table 2** – Item and overall Semantic Concordance Index (SCI). Chapecó, SC, Brazil, 2024

<b>Items</b>	<b>SCI</b>
<b>Organization</b>	1
The podcast content is attractive.	1
The podcast title grabs the listener's attention.	1
The length of the episodes is appropriate and coherent.	0.9
The information contained in the podcast allows for easy understanding of the content.	1
The audio is clear, making it easy to understand the content.	0.9
The episodes are in a logical sequence, in an organized manner.	1
The podcast encourages changes in behavior and attitudes.	0.9
The podcast is presented in a logical manner to encourage interest in the topic and learning.	1
The podcast is informative about health promotion.	0.9
The podcast is easy to access.	0.9
The listener is encouraged to continue listening to the content until the end.	1
<b>Overall SCI</b>	<b>0.95</b>

The PHC users who participated in semantic validity considered the educational material and podcast to be suitable in the way it was presented. Among the suggested changes, they recommended making the content easier for the population to access, continuing with more episodes addressing topics such as suicide, self-harm, other integrative and complementary practices, and discussion groups with psychiatrists and PHC users.

The podcast was broadcast on a local radio station and is also available on the Spotify digital platform via the link: <https://open.spotify.com/show/03xnSkqd2tg46c4bX4Dol7?si=b7a1bc2e5dad4a70> and on the City Hall website, at the address: <https://www.vargem.sc.gov.br/podcast-cuide-de-sua-mente/>, with free and open access and via the QR code (Figure 1).



**Figure 1** - Code to access podcast "*Cuide de Sua Mente*" (Take Care of Your Mind) on Spotify. Chapecó, SC, Brazil, 2024

## Discussion

Health promotion has PHC as its priority locus of action, which requires permanent and longitudinal practices in care networks aligned with the population's real needs. Recognition of the territory and local needs is shown to be an essential process for organizing practices and planning health actions.<sup>17</sup>

Thus, podcasts become an important tool in helping to promote health, especially when it comes to disseminating guidance on self-care, allowing the knowledge of different professionals to be grouped on their platform, based on scientific evidence, becoming a health education strategy.<sup>18-20</sup>

In nursing, podcasts are gaining prominence, since nurses, in their training, are assigned the role of health educator, being a facilitator of the teaching-learning

process. Therefore, this professional can make use of this communication tool when used to promote the dissemination of information on a certain topic.<sup>19</sup>

The podcast development is considered to be of great value, as it allows strengthening the promotion of health centered on self-care, through technological resources that until now have been little explored by nursing.<sup>19</sup>

The educator finds in the podcast “a tool that simplifies and streamlines content, thus facilitating the teaching-learning process in health education”.<sup>21</sup>

The use of the internet and podcasts are relevant for health education.<sup>17</sup> It presents positive impacts of the use of information technologies to offer educational materials on mental health, highlighting the ease and speed of access to knowledge provided through podcasts.<sup>22</sup> The use of this content in educational actions proves to be an effective resource in knowledge construction.<sup>23</sup>

Similarly, another study highlights the use of podcasts as an educational practice, which allowed listeners to have scientific and easily accessible information, with the aim of building knowledge and learning related to the population’s mental health.<sup>24</sup>

Combined with existing literature, podcasts are an impactful medium for promoting mental health. The results demonstrate that listeners benefit significantly from listening to podcasts, with experiences based on their demographic profile. The authors also pointed out the implications related to the use of podcasts for mental health, as a psychoeducational tool for personal development.<sup>25</sup>

In the literature, research points to the use of different CET for health education in promoting mental health. One article presents a distance learning course, “*Conect@dos com a S@ude*”, aimed at adolescents, as a technology. All the material was organized in the format of an interactive book, containing: hypertexts, videos and animations; infographics and figures; as well as discussion forums; activities and complementary materials. The technology was considered valid by the target audience, affirming its importance in assisting teaching and learning in mental health.<sup>26</sup>

Another study, represented by an educational booklet, using digital media, aimed to provide guidance to individuals regarding measures to maintain mental health. The use of this booklet provided useful information, scientific knowledge in

mental health and dissemination of means of providing psychological care, practices that are essential for structuring the well-being and performance of professional nurses.<sup>27</sup>

However, podcasts became popular as asynchronous CET, presenting advantages over educational booklets and distance learning courses, due to their ease of use, practicality, convenience and repeatability in relation to traditional teaching methods, capable of conveying countless health information in audio format, increasing its efficiency by allowing users to perform other activities while enjoying its content, integrating into personal, time and content space.<sup>28</sup>

Another point, particularly in relation to courses and manuals, is the lack of training and variety in digital literacy, highlighting the need for careful and adaptive approaches in integrating technology into mental healthcare.<sup>29</sup>

Podcast validity is assumed to be an indicator of quality, highlighting the importance of the process organized in such a way as to be produced through safe information based on scientific evidence in the health area for users, which must be assessed by experts before being propagated to the community in general.<sup>30</sup>

The participation of mental health experts in the instrument validity process favored the improvement of the teaching material and the conversion of weaknesses into opportunities to improve material quality, increasing its objectivity and presentation.

Semantic validity by representatives of the target audience indicates agreement values among the evaluators, making the teaching material valid for achieving the proposed objectives. Many of the suggestions listed by the target audience will be implemented in the next episodes, with the podcast's continuity being planned.

The podcast was broadcast on a local radio station, as it is a means of communication used by the local population. A study highlights the importance of strengthening popular means of communication present in the territory, such as community radio stations, as a strategy for disseminating information in educational processes within the community.<sup>17</sup> Material dissemination was carried out using strategies involving social communication through interviews in the press, access links sent to the population in WhatsApp groups by community health workers and also on social networks, which enhanced the material dissemination.

The limitations of this study include the difficulty in recruiting experts and the target audience, which ended up requiring more time to carry out the study. Also noteworthy are the socioeconomic barriers to access to the internet and digital media, such as cell phones, and limitations in relation to access to the Spotify digital platform by the population. With this in mind, the material was also made available on the city hall website and through a QR code, without the need to access it via a specific application, making it easier to consume. As for the podcast use, we recognize the limitation of communication being merely unilateral, which can interfere with content adaptation and improvement through assessments.

The aim of disseminating this educational material, through the use of digital media, is to increase the population's access to information, enabling new means of learning, with the potential for replicability of the range of possibilities for content consumption and at no cost to users. Educational podcast production proves to be a powerful and viable path in healthcare services.

## **Conclusion**

The process of validating the content of scripts by mental healthcare professionals mobilized the health team involved and allowed us to assess the quality and acceptance of the material produced, revealing that the information contained is coherent and valid to be provided to the target audience. In semantic validity, podcasts proved to be a valid technology in educational processes regarding the promotion of mental health.

It is important to note that the reflections that emerge from this study constitute a starting point, aiming to enable mental health promotion to be taken as a relevant topic for developing future studies and considering the potential of using podcasts as an educational strategy and way of disseminating content to PHC users.

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