

Section: EXTENSION PROJECT REPORT

Abstract: EXT-02

Experience report from the ‘Colored months’ extension project: red april and community awareness of arterial hypertension

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INTRODUCTION: Public health awareness is facilitated by thematic campaigns throughout the year. Educational initiatives developed in a university setting integrate theory and practice and expand their impact on the community. In April, activities focused on arterial hypertension and included education and blood pressure measurement at the Centro Universitário FMABC outpatient clinic and Parque do Pedroso. **EXPERIENCE REPORT:** Students received theoretical and practical training on blood pressure measurement and hypertension prevention. During the activities, which were supervised by faculty members and student monitors, service stations equipped with calibrated sphygmomanometers and stethoscopes were set up for the community. More than 50 participants, predominantly older adults, were seen. Participants received guidance on blood pressure care, and those with abnormal values (above 140/90 mmHg) were referred for professional follow-up. **DISCUSSION:** The mean blood pressure was 124/78 mmHg, which was considered within the normal range; older adults predominated among participants. Data were analyzed descriptively. The project gave students greater confidence in clinical practice and patient contact and reinforced the importance of regular blood pressure monitoring. The campaign demonstrated the value of extension activities for health education, with substantial community participation and a positive impact on students’ academic development.

KEYWORDS: Hypertension; Health education; University extension; Health promotion.

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