Abstract

This study analyzes the strategy that are been used in Brazil in capture and long term programs for blood donors, considering the criteria tendency that supervise the pedagogy. Starting from the six steps of Ganong for the Integration Revise Literature, 39,226 studies were identified and profound analysis of 12 according to the pertinence criteria and content consistency. The results were systemized from the classification of the capitation strategy on the outlook of conventional pedagogy strategy, progressive and liberating. They finalize that the progressive tendency are predominant in the Brazilian strategy, as slight inclination to adoption of liberating strategy of teaching. This reality insinuate a moment of change of pedagogy practice and capitation of donors, that wants a transformation of people for the construction of a new reality, guided in the dialogue, to awaken the critics, the social commitment and the exercise of citizenship.

Keywords

Health Education, Blood donors, Blood bank, Social marketing, Motivation, Brazil.