

Family Medicine & Primary Care

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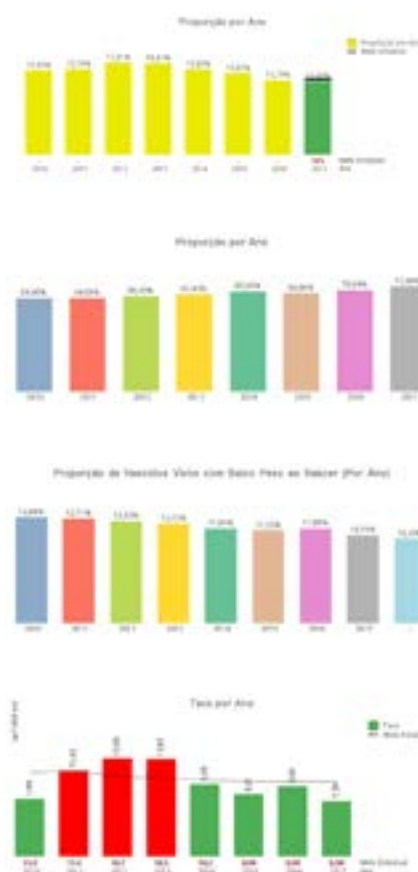
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HEALTH PROMOTION IN MATERNAL AND CHILD HEALTH CARE: FROM DREAM TO REALITY

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Passo Fundo is a city in the South of Brazil, with almost 200,000 people and a state health center. It has more than 1000 hospital beds and centennial institutions of high hospital technology. In 2013, a new management in local health introduced the possibility emerged of advances in new models of assistance. Issues such as equity, health promotion and basic items for the care process such as the reception have become part of the routine of health units. Setting up a network of attention to maternal and child health was urgent because the infant mortality rates of the time, about 13 deaths per 1,000 live births in 2012. Here, this network comes to be understood as a dynamic of actors in permanent renegotiation of their roles, favoring new solutions to old problems in the context of change. In 2013, the Municipal Management launches a program of care to reduce child mortality called “Meu Bebe, meu tesouro”, the program does not propose a method based on traditional offers of more consultations, more examinations or something that Donabedian would classify as investment in structures but in a group of about 30% of pregnant women who are at high risk for deleterious outcomes in gestation and in the first year of life. The intervention allowed to perform this alignment in a context that Habermas defined as touching the citizen in his subjective dimension before the organization, the professionals and the health system to a new dimension of practice and, thus, narrow the gap that separates the Unified Health System of users with this initiative. There was a fall of 20.4% in teenage pregnancy, 10% increase in the number of pregnant women with 7 or more visits, a drop of 17.3% in low birth weight and a 43.2% decrease in Infant Mortality.



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Biography

Luiz Artur Rosa Filho holds a medical degree from the Catholic University of Pelotas in 2002, a degree in Administration from the Federal University of Rio Grande do Sul (2011) and a Master's degree in Epidemiology from the Federal University of Pelotas (2006). He is currently a Municipal Secretary of Health of Passo Fundo and a Teacher of the Universidade de Passo Fundo and Universidade Federal Fronteira Sul. He has experience in the area of Public Health, with emphasis on Epidemiology.

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