



GOLTC

Changing the Narrative on Long- Term Care

Karla Giacomini, PhD

With the contribution of Aline Salla

A little bit of our history...

March 2020:
Covid Pandemic



May 2022:
The Brazilian Care Association is created as a non-profit Civil Society Organization (CSO) committed to promoting a culture of lifelong care.

June 2023
Hydration project in LTCFs - Drinkit



An innovative partnership with Magazine Cuidar and Cura Magazine

April 2020:
The National Front for the Strengthening of Long-Term Care Institutions for Older People is created for supporting LTCF around Brazilian Regions.



April 2025:
During the XXV Brazilian Congress of Geriatrics and Gerontology
BCA led the Manifesto for the Strengthening of Integrated Care for Older Adults living in Residential Continuing Care Units



Some
partnerships...



The Manifesto



Proposals and Recommendations for Improving Quality of Care

- Openness to the community
- Development of Care Models that Value the Multidisciplinary Team
- Elaboration of a Care Plan for people living with dementia
- Integrated action of the areas of Health and Social Assistance
- Strategic Management and Financial Planning
- Human Resources Management and Team Development
- Organizational Culture Focused on Quality and Humanization that prioritizes the quality of care.

The Drinkit



The Dunhill Medical Trust

UEA
University of East Anglia

The Making Drinking Fun

Authors:
Florence Jimoh
Diane Bunn
Elaine Southern
Adam Faherty
Lee Ainley
Viv Barlow
Irene Dunger
Claire Hannent
Mandy Lord
Catherine Ringwood
Julie White
Lee Hooper

Activities & Engagement Toolkit
DrinKit
(UEA Hydrate Group - Groups and Centres)

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Tornando a Hidratação uma Atividade Divertida

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Edição Brasil 2023
Kit de Ferramentas de Atividades e Engajamento
Parte 1 do DrinKit
(UEA Hydrate Group - Groups and Centres)

The Making Drinking Water Fun Activities & Engagement Toolkit aims to help care homes make drinking water (even more) fun and make hydration a central part of day-to-day events, activities and friendly moments.



Rivista:

CURA
NEL CUORE DELLE RSA

Founder: Giulia Dapero



Revista/Magazine:

CUIDAR
NO CORAÇÃO DAS ILPI

Founder: Aline Salla and Giulia Dapero

Both are the 1st magazine focused on LTCFs in each country

Provide practical, scientific information

Aim to improve LTCF care quality

Expand narrative on aging and LTCFs

Feature testimonials from residents and families

Make information accessible to non-professionals

Offer guidance on communicating with Alzheimer's patients

Connect Brazil and Italy through experience exchange

CURA
NEL CUORE DELLE RSA

CUIDAR
NO CORAÇÃO DAS ILPI

NOMINATED

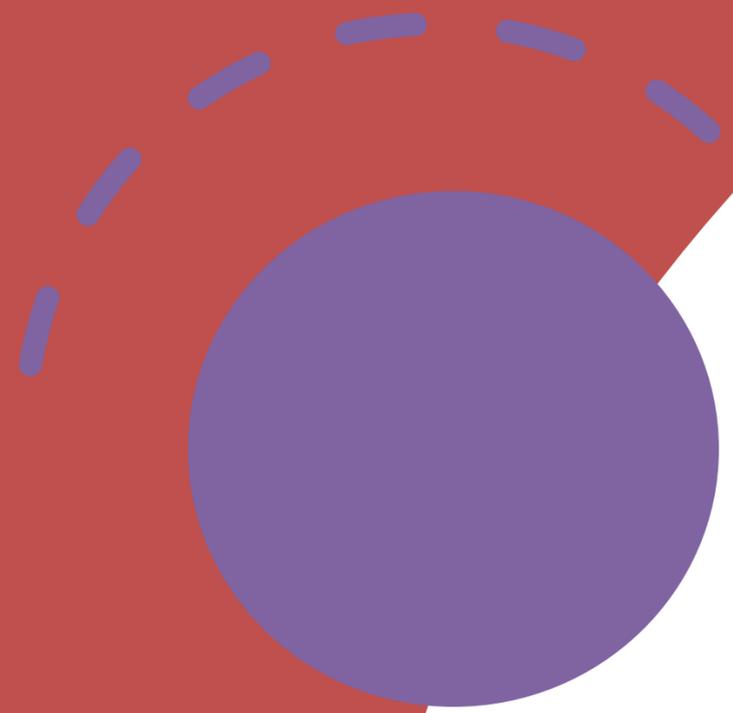
SilverEco[®]
SOLUTION
2025

AGEING WELL

SilverEco & International Awards / SilverNight

+610k People Reached
(Cuidar and CURA website,
Youtube and Instagram)

+155 Published articles
(Website - Cuidar and Cura)



Key Points About LTCF Support by our partnership

CUIDAR
NO CORAÇÃO DAS ILPI

+ *Brazilian* 
Care Association
The cycle of care is never ending

To recognise a LTCF as a fundamental link in a care ecosystem and a residential space that offers social protection and comprehensive and integrated care.

Build a bridge between LTCFs and society.

Reduce stereotypes and prejudice about LTCFs.

Share practical, useful, and scientifically grounded content for families and caregivers.

Highlight LTCF professionals as centres of culture and knowledge.

Bring real stories from residents, families, and professionals.

Provide free access to all articles and content.

Create trust between people and LTCFs even before a real need arises.

Unmatched cultural movements spanning from Italy to Brazil:

First national competition

Kindness that Protects: Art and care in LTCFs

- 80 LTCF arts from all over Brazil - 6 winners.



Unmatched cultural movements spanning from Italy to Brazil:

Chalk art in LTCFs

Project "Spring – blooming at any age".

- 8 LTCF (RJ, SP, PR, MG, RS) - 43 professionals + 48 residents





www.cuidadosa.org

www.revistacuidar.com.br

Obrigada!
Grazie Mille

Thank you