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Teddy Bear project in the context of the Estratégia Saúde da Família

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Introduction: The Teddy Bear project aims to on interaction between children (target public), the staff of the Estratégia Saúde da Família (ESF) Záchia, situated in Passo Fundo city, Brazil and academic courses health, by creating a playful clinic, which simulates health care in the patient is a stuffed bear, from using seven sequential environments.

Objective: Create a ludic space allowing the multidisciplinary team of ESF and participating students guide the children involved about health care, also aiming to demystify the fears that children have on professionals and health care.

Methodology or experience description: The group of participating children is joined in the waiting room, where each one receives the gift of a toy bear and are involved in paintings, plays and readings of children's stories. After in groups of 4 or 5, they go to other environments: Triage Room, Dentist Office, Medical Office, Nursing, Radiology and Recovery. In these environments, health care procedures are simulated with consultations, both with dental brushing and oral examination, as a medical cardiac, orthopedic and pulmonary physical examination. X-ray examinations, curative and hospitalization.

Results: The Teddy Bear project provided a qualifying relationship between the ESF team Zachia and participating students. The project provides a development of communication abilities of those involved in the project in the activities involving children's health. By involving other therapeutic groups in the health unit (groups of elders), in the manufacture of teddy bears utilized, the project has an empowerment of those users.

Conclusions or Hypothesis: The Teddy Bear project helps building a way for children to develop their skills both motor and imagined. Through therapeutic play a new approach method, it pedagogically promotes cognitive development, allows interaction between the ESF, academics and children facilitating guidance about health care, can be a tool for use in primary care units health.

Palavras-chave: Child Care. Play and Playthings. Health Promotion.