

Scientific
Journal of
**Applied
Social and
Clinical
Science**

**PROJECT CONVERSA-
TION IN THE SCENES:
MAN ON THE AGENDA**

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Abstract: It is a challenging project started 06 years ago at Sesc/AL. This has been gaining more and more adherence by the elderly male public participating in the action. The action was an initiative of the Social Work with Groups-TSG team together with Social Work interns. Observing the elderly members of the TSG, it was noticed that they did not identify with the actions proposed in the weekly meetings (coexistence meetings). Thus, a way was thought of to individualize the action for the group's male profile, and the project conversation behind the scenes: man on the agenda was born. The methodology included conversation circles on various topics, group dynamics, monitored video display followed by debates, external activities such as parlor game tournaments, movement, experiences, among others. The actions were carried out through interdisciplinary work with internal and external partners, which provided the strengthening and expansion of access. The group was formed by spontaneous demand, always stimulating the sharing of knowledge, experiences and life projects. The project is bimonthly. It is planned and monitored by the TSG team. The impact of the meetings is systematized in systematic reports. The action was configured as a space for male protagonism, expansion of the socio-affective network, reflection on themes inherent to the male universe, which has aroused the interest of many elderly people who previously did not show an active interest in the actions. This has provided opportunities for both the growth and maturation of the team and the participating public.

Keywords: Gerontology, autonomy, human aging.

TEXT

Over four decades, Sesc Alagoas has carried out systematic actions aimed at the elderly. The objective is to demystify the

concept of old age as a phase without purpose, without life projects. Thus, the actions seek to re-signify the term old, translating it into a moment in life loaded with relevant meanings and stories, whose valuation depends a priori on the subject who sees himself in the very personal and heterogeneous aging process.

The priority public of the Social Work with Groups (TSG) is made up of people aged 60 or over, that is, elderly people according to Law 8.842 of January 4, 1994. The group is mostly composed of women, in a total of 85 % and 15% of men approximately. This training may be linked to socially constructed concepts where men and women have well-defined roles, where respectively the first takes care of the house and the children and the second is responsible for the financial maintenance of the family. This way, the task of taking care of both the other and oneself is exclusive to the woman. This characteristic called by some authors the "feminization of old age" directly influences the fact that the TSG audience is massively made up of women. According to Camarano, the predominance of women among the elderly is an international pattern, which gave rise to the term "feminization of old age".

According to studies by the United Nations - UN in 2040 we will possibly have a marked difference in human aging where men will be 23.99 million women 30.19 million a gap of more than 5 million women compared to men. This reinforces the phenomenon of having so many women in the TSG/AL. And it reiterates the fact that the actions lean towards the female universe.

Over the years, TSG's actions have focused on themes aimed at the female universe. However, revisiting the work carried out, the team began to perceive a need to meet the desires of the male public, who, although they were a minority, were present in the actions. This is how, in 2016, the *Conversa nos Behind*

the Scenes Project – Homem em Pauta was born, whose aggregating theme was football, which is one of the activities much appreciated by men of all ages. It's not that women don't like men more, they show more identification, again seeing another societally constructed stigma.

As with any group beginning, it was necessary to get to know the old men who arrived at the meetings. Chats were held with former football players who were also elderly so that the exchange of experiences would establish a bond of trust and affinities so that we could then deal with issues related to men's health, life projects in old age and a productive and healthy life after the 60s.

At each new meeting, the planning team sought to bring interactive and dynamic activities that addressed the seriousness of the themes, but with lightness and versatility, both in the places where the discussions were held and the speakers and guests. The pair methodology was one of the strategies used for the development of the work. It was noticed that men were more comfortable and interacted better when there was a moment of active listening among the participants. Thus, it was possible to know the life stories, desires and future projects of the old men who were willing to be in and with the group.

This way, the protagonism and empowerment of the public in focus was a consequence of an individualized look, of resilience and a sense of challenge by the TSG team, which attentively re-signified the

yearnings of a group eager for individualized activities capable of focusing on one part (old men) of a complex whole. It is known that working with human aging requires a lot of study, commitment, dedication and, above all, identification. Because the challenges posed daily are many and absurdly recurrent.

The project is carried out with internal and external partners who are willing to share their knowledge and experiences. Among the themes developed, the following stand out: sexuality, prostate and breast cancer; diabetes and hypertension prevention; sexually transmitted diseases; healthy eating, physical activity among others. Integrative health practices were also carried out, such as the practice of meditation and phytotherapy.

The Talk at the Backstage Project - man on the agenda, as well as the other actions carried out by Sesc/AL for the elderly, go against the unbridled search for eternal youth, the stereotyped beauty and propagated in the aggressive communication made by the main means of communication. It's like paddling in rough seas. It is to deconstruct concepts and build values, it is to re-signify old age given its limitations, but also beautiful is its acceptance and empowerment of a growing segment whose dynamics of formulating public policies do not respect this particularity. They don't even meet their needs. The meetings with the old men were also spaces for discussion and recognition of each one's place of speech. Their independence, autonomy and active participation are encouraged and respected.

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