

## 67 - NGO KRISTHAL'S SOCIAL ACTION WITH MASSAGE IN THE HOSPITAL ENVIRONMENT

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## INTRODUCTION

From the first decades of the twentieth century, attention to women's health became part of public health policies in Brazil. However, in the 1930s, 40s and 50s, women were viewed primarily as mothers and "housewives." In the 1960s, several countries turned to birth control, and the state's attention to women of childbearing age stood out. Thus "birth control" programs gained prominence in the late 1970s, denying attention to the real needs or preferences of women, who were relegated to the background (MORI; COELHO; ESTRELLA, 2006 apud FREITAS et al., 2009).

In the 1960s, the Brazilian feminist movement dissatisfied with gender differences and the reductionist approach given to women, claimed the non-hierarchization of the specificities of men and women, proposing social equality that acknowledged the differences, today expressed in the idea of "gender equity". Thus, a new concept of women's health emerged, breaking as the current paradigm centered on the controlling function of reproduction, punctuating sexual and reproductive health as a right (GIFFIN, 2002 apud FREITAS et al., 2009). This engagement of women in the struggle for their rights and for better living conditions prompted the adoption of the first official measures of the Ministry of Health aimed at comprehensive health care for women. Despite the limitations imposed by the military government of the time, the feminist movement reorganized, inciting debates that denounced the precarious health of Brazilian women (FORMIGA, 1999 apud FREITAS et al., 2009).

The Health Promotion model emerged in the 1970s in Canada, based on four poles: human biology; the system of organization of services; the social, psychological and physical environment; and the lifestyle, which is in a broad process of construction (ANDRADE; ALMEIDA, 2003 apud FREITAS et al., 2009).

Over the years, in view of the need for changes in the national scenario regarding policies focused on women's health, which encompasses the assumptions of health promotion, the PNAISM was formulated to guide the actions of women's health care in 2004. to 2007 (FREITAS et al., 2009). The principles and guidelines of this new proposal were discussed in partnership with various segments of society, in particular the women's movement, the black and rural workers movement, scientific societies, researchers and scholars of the area, non-governmental organizations, managers of the SUS and international cooperation agencies (MINISTRY OF HEALTH, 2004 apud FREITAS et al., 2009).

From then on, women are seen in their entirety as autonomous and participatory subjects in the decision-making process for the formulation of public policies, since, as women are included in this process, there is a guarantee that their services will be met. real needs increasing the quality of care (FREITAS, 2009).

The World Health Organization (WHO) states that "health is a state of complete physical, mental and social well-being, and is not just about the absence of disease or illness," re-establishing a more complete definition of health. Aesthetics is the target of prejudice because it is considered an area that aims only beautification, a concept that has been changing little by little, and it is proven through studies that the activities performed by a beautician are able to benefit not only the outside but also the inside. preventing and treating physical and emotional illnesses (SANTOS et al., 2018).

The Kristhal Non-Governmental Organization is made up of volunteer beauticians who assist other women's institutions. We aim to restore the feeling of well-being, integrity, health and beauty through therapeutic and aesthetic treatments that are performed by professionals in the field. The services offered by us in this action were: adapted quick massage and manual reflex massage.

The NGO KRISTHAL seeks to become a reference in health, demystifying the idea that aesthetics provides only facial and body beautification, but the promotion of health and quality of life. Thus implementing our activities within hospitals, for example, performing a multidisciplinary service.

Quick Massage is a technique that emphasizes body relaxation, providing immediate relief from tension. Quick's most-worked places are the stress points hit throughout the day, such as the neck, back, arms, and shoulders. With about ten to twenty minutes, all these areas are massaged. Massage brings immediate relief from pain, physical tiredness, mental tiredness, decreased stress, promotes a feeling of lightness after the massage. (NESSI, 2010).

Seated massage has some advantages over other massages, where the client remains dressed and not feeling exposed or vulnerable as in traditional massages. It can also be performed in public places, which allows external observations, in addition to the duration, which varies from 15 to 20 minutes, and can be performed during lunch break or coffee break (NEUMAN, 2012).

According to NESSI (2010) Quick Massage is indicated for those seeking fast care, especially for people who have little time and who suffer from the consequence of hectic urban life. With the correct application of the technique, the client will feel immediate relief from pain, physical and mental tiredness; stress; muscle discomfort; tendonitis; Headache; improvement in blood circulation; reactivation of the lost energy throughout the day.

According to Nessi (2013), the hands and feet, being sensitive organs of locomotion, maintain a special relationship with the body. Because of this relationship, they serve as a means of interaction with the tension state and energy consumption of the entire body.

Reflexology is an absolutely safe form of therapy. It aims to normalize body functions, decrease tension, relieve stress, improve nerve function and blood flow throughout the body. Thus, corrects three negative factors present in the disease process: congestion, inflammation and tension. Congestion is responsible for the appearance of tumors and abscesses. Inflammation presents as colitis, bronchitis, sinusitis, among others. Tension is responsible for decreased efficiency of the immune system (NESSI, 2013).

The Institute of Cardiology - IC was created by Law No. 2552 of 13/01/54, at the Secretariat of Public Health and Social Welfare, and its purpose is to provide outpatient, emergency and medical-hospital care. hospitalization in the cardiovascular area, aiming at health promotion, protection against cardiovascular diseases and the diagnosis, treatment and rehabilitation of the population with this disease (INSTITUTO DANTE PAZZANESE DE CARDIOLOGIA, 2019).

IDPC also aims to promote cardiovascular analysis and research, including the development of new technologies, equipment, procedures, practices and medicines. Also having as objective the promotion of education for all categories that work in the area of cardiology and of interest in public health (INSTITUTO DANTE PAZZANESE DE CARDIOLOGIA, 2019).

The qualification of the Dante Pazzanese Institute of Cardiology is recognized both nationally and internationally, as quoted in the lay press, in scientific publications, and in the numerous participations and communications of its professionals to national and international congresses (INSTITUTO DANTE PAZZANESE DE CARDIOLOGIA, 2019).

The objective of this research was to verify the impact of the application of adapted Quick Massage and Reflex Manual Massage on hospital staff through the NGO KRISTHAL.

#### METHODOLOGY

The qualitative methodology consists of the application of adapted Quick Massage and Reflex Manual Massage on public officials of the Institution Dante Pazzanese de Cardiologia - São Paulo - Brazil, during the event offered by the institute in commemoration of the Public Official Day on October 25, 2019. , female volunteers, between 28 and 69 years old, in a session held between 12:25 and 15:00, in front of the Cantídio de Moura Campos Filho Auditorium.

The social action was carried out by the NGO KRISTHAL with the participation of university students from Anhembi Morumbi University - São Paulo - Brazil, and with the support of the cosmetics brand Bioage. The procedure began with reception to the volunteer, then accommodated the chair adapted for Quick Massage and applied the sequence of Quick Massage and Reflex Manual Massage, lasting 15 minutes for each therapy. At the end of the massage, the volunteers answered a questionnaire with 4 questions, which are: In a climb from 0 to 10, how likely are you to refer our services to the other woman? In a scale from 0 to 10, what is the importance of having a NGO that promotes quality of life for women? On a scale of 0 to 10 what is the level of satisfaction and comfort after receiving our care? Describe your call with one word.

Inclusion was performed by employees in good health and exclusion was all with health compromises such as wounds, malaise, dizziness, fevers, infections and decompensated blood pressure.

#### RESULTS

On October 25, 2019, between 12:25 pm and 3:00 pm, the NGO KRISTHAL attended to 58 female employees of the Dante Pazzanese Institute of Cardiology - São Paulo - Brazil.

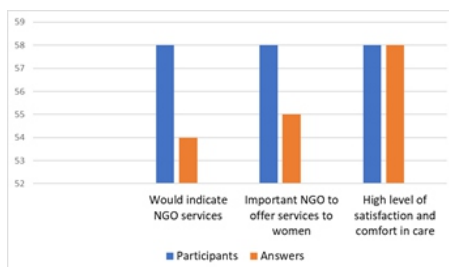
Through the post-procedure questionnaire, we aimed to identify the importance of the publicly-owned NGO KRISTHAL and whether the manual therapies offered were sufficient to provide women with well-being, health and quality of life.

Our target audience was female, regardless of the area of activity, and at the end of the service, we observed that our action reached women working in the areas of administration, nursing, human resources, medicine, among others.

The answers obtained with the questionnaire proved the importance and effectiveness of aesthetic procedures in promoting women's health. In the first question regarding referring our services to another woman 54 volunteers answered 10 (they would certainly indicate our services); 55 volunteers found it extremely important to have a women's NGO that promotes well-being, health, self-esteem and quality of life; After our service, all 58 volunteers reported a high level of satisfaction and comfort, and described their care with adjectives "great", "excellent", "amazing", "perfect", "good", "very relaxing", "comfortable", among others.

Many women showed happiness to learn about the creation and purpose of the NGO KRISTHAL, the reports given by them after the service were gratitude for having professionals who had this special look at women's health, seeking to meet the needs of this sex, giving due value and recognition of all the battles women face, supporting and helping them move forward.

Graph 1: Satisfaction Questionnaire Answers



#### CONCLUSION

From this sample it was possible to serve women from different areas within the hospital environment and it was found that 97% of the volunteers recognized the importance of having an NGO that aims to promote women's quality of life, and 100% of the volunteers approved the quality and effectiveness of our care. All participants reported body relaxation, relief of muscle tension, feeling of well-being, comfort, physical and mental disposition after the Quick Massage and Manual Reflex Massage.

We conclude that the creation of the NGO KRISTHAL and the area of aesthetics has its relevance in promoting women's health, demystifying the idea that aesthetics is only related to beautification. We can and are qualified to play a significant role within the health area, aggregating multidisciplinary care.

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#### NGO KRISTHAL'S SOCIAL ACTION WITH MASSAGE IN THE HOSPITAL ENVIRONMENT

**INTRODUCTION:** The NGO KRISTHAL is made up of volunteer beauticians who provide therapeutic care in order to promote health, well-being and quality of life for women. The Quick Massage technique consists of manipulating the main stress points of the body, providing relaxation, immediate relief from tension, physical and mental tiredness, being able to reduce stress with the application of 15 minutes of massage. Reflex Hand Massage aims to normalize body functions, decrease tension, improve nerve function and blood flow throughout the body. **OBJECTIVE:** To verify the impact of the application of adapted Quick Massage and Reflex Manual Massage on hospital staff through the NGO KRISTHAL. **METHODOLOGY:** Qualitative with the application of adapted Quick Massage and Manual Reflex Massage in female employees, between 28 and 69 years old, in a session held at Instituto Dante Pazzanese de Cardiologia. The procedure was performed through the reception of the volunteer, then sent to perform manual therapies, lasting 15 minutes for each therapy, after the service was answered a questionnaire. The sample consisted of 58 employees. **RESULTS:** From this sample it was possible to attend 58 women from different areas of practice within the hospital environment and it was found that 97% of the volunteers recognized the importance of having a NGO that aims to promote women's quality of life, and 100% of the volunteers. approved the quality and effectiveness of our service. All participants reported relief from muscle tension, body relaxation, feeling of increased physical and mental disposition. **CONCLUSION:** We conclude that the creation of the NGO KRISTHAL and the area of aesthetics has its relevance in promoting women's health and quality of life.

Keywords: NGO; Aesthetics; Women's health.

#### ACTION SOCIALE DE L'ONG KRISTHAL AVEC MASSAGE DANS L'ENVIRONNEMENT HOSPITALIER

**INTRODUCTION:** L'ONG KRISTHAL est composée d'esthéticiennes volontaires qui fournissent des soins thérapeutiques afin de promouvoir la santé, le bien-être et la qualité de vie des femmes. La technique de massage rapide consiste à manipuler les principaux points de stress du corps, à procurer détente, soulagement immédiat des tensions, fatigue physique et mentale, et à réduire le stress en appliquant 15 minutes de massage. Le massage réflexe des mains vise à normaliser les fonctions du corps, à réduire la tension, à améliorer la fonction nerveuse et le débit sanguin dans tout le corps. **OBJECTIF:** Vérifier l'impact de l'application du massage manuel et du massage manuel réflexes sur le personnel hospitalier par l'intermédiaire de l'ONG KRISTHAL. **MÉTHODOLOGIE:** qualitative avec l'application du massage rapide et du massage manuel réflexe adaptés chez les employées, âgées de 28 à 69 ans, lors d'une session tenue à l'Instituto Dante Pazzanese de Cardiologia. La procédure a été effectuée par la réception du volontaire, puis envoyée pour effectuer des thérapies manuelles, d'une durée de 15 minutes pour chaque thérapie, après que le service eut répondu à un questionnaire. L'échantillon comprenait 58 employés. **RÉSULTATS:** Sur cet échantillon, il a été possible d'assister 58 femmes de différents domaines de pratique en milieu hospitalier et il a été constaté que 97% des volontaires reconnaissaient l'importance d'avoir une ONG qui vise à promouvoir la qualité de vie des femmes et 100% des volontaires. approuvé la qualité et l'efficacité de notre service. Tous les participants ont signalé un soulagement de la tension musculaire, de la relaxation corporelle et une augmentation de leur disposition physique et mentale. **CONCLUSION:** Nous concluons que la création de l'ONG KRISTHAL et du domaine de l'esthétique a sa pertinence dans la promotion de la santé et de la qualité de vie des femmes.

Mots-clés: ONG; Esthétique; La santé des femmes.

#### ACCIÓN SOCIAL DE LA ONG KRISTHAL EN EL ENTORNO HOSPITALARIO

**INTRODUCCIÓN:** La ONG KRISTHAL está formada por esteticistas voluntarias que brindan atención terapéutica para promover la salud, el bienestar y la calidad de vida de las mujeres. La técnica de masaje rápido consiste en manipular los principales puntos de estrés del cuerpo, proporcionando relajación, alivio inmediato de la tensión, cansancio físico y mental, pudiendo reducir el estrés con la aplicación de 15 minutos de masaje. El masaje reflejo de manos tiene como objetivo normalizar las funciones corporales, disminuir la tensión, mejorar la función nerviosa y el flujo sanguíneo en todo el cuerpo. **OBJETIVO:** Verificar el impacto de la aplicación de masaje rápido adaptado y masaje manual reflejo en el personal del hospital a través de la ONG KRISTHAL. **METODOLOGÍA:** Cualitativa con la aplicación de masaje rápido adaptado y masaje reflejo manual en empleadas, entre 28 y 69 años, en una sesión realizada en el Instituto Dante Pazzanese de Cardiología. El procedimiento se realizó a través de la recepción del voluntario, luego se envió a realizar terapias manuales, con una duración de 15 minutos para cada terapia, después del servicio se respondió un cuestionario. La muestra constaba de 58 empleados. **RESULTADOS:** De esta muestra, fue posible asistir a 58 mujeres de diferentes áreas de práctica dentro del entorno hospitalario y se descubrió que el 97% de los voluntarios reconoció la importancia de tener una ONG que tenga como objetivo promover la calidad de vida de las mujeres, y el 100% de los voluntarios. aprobó la calidad y efectividad de nuestro servicio. Todos los participantes informaron alivio de la tensión muscular, relajación corporal, sensación de mayor disposición física y mental. **CONCLUSIÓN:** Concluimos que la creación de la ONG KRISTHAL y el área de la estética tiene su relevancia en la promoción de la salud y la calidad de vida de las mujeres.

Palabras clave: ONG; Estética; Salud de la mujer.

## AÇÃO SOCIAL DA ONG KRISTHAL COM MASSAGEM EM AMBIENTE HOSPITALAR

**INTRODUÇÃO:** A ONG KRISTHAL é composta por esteticistas voluntários que prestam atendimentos terapêuticos com o objetivo de promover saúde, bem-estar e qualidade de vida as mulheres. A técnica de Quick Massage consiste na manipulação dos principais pontos de tensão do corpo, proporcionando o relaxamento, alívio imediato das tensões, cansaço físico e mental, sendo capaz de reduzir o estresse com aplicação de 15 minutos de massagem. A Massagem Manual Reflexa tem como objetivo normalizar as funções do corpo, diminuir a tensão, melhorar o funcionamento dos nervos e o fluxo sanguíneo por todo o corpo. **OBJETIVO:** Verificar o impacto da aplicação da Quick Massage adaptada e Massagem Manual Reflexa em funcionários de ambiente hospitalar através da ONG KRISTHAL. **METODOLOGIA:** Qualitativa com aplicação da Quick Massage adaptada e Massagem Manual Reflexa em funcionários do sexo feminino, entre 28 e 69 anos, em uma sessão realizada no Instituto Dante Pazzanese de Cardiologia. Procedimento foi realizado através da recepção do voluntário, em seguida encaminhado para realização das terapias manuais, com duração de 15 minutos para cada terapia, após o atendimento foi respondido um questionário. A amostra foi composta por 58 funcionários. **RESULTADOS:** Desta amostra foi possível atender 58 mulheres de diferentes áreas de atuação dentro do ambiente hospitalar e foi constatado que 97% das voluntárias reconheceram a importância de existência de uma ong que visa a promoção da qualidade de vida da mulher, e 100% das voluntárias aprovaram a qualidade e eficácia do nosso atendimento. Todas as participantes relataram alívio das tensões musculares, relaxamento do corpo, sensação de aumento da disposição física e mental. **CONCLUSÃO:** Concluímos que a criação da ONG KRISTHAL e a área da estética tem sua relevância na promoção da saúde e qualidade de vida da mulher.

Palavras chaves: ONG; Estética; Saúde da mulher.