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What matters to you: The what matters to your movement in Brazil

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In order to understand what really matters to people we serve at Associação Congregação de Santa Catarina (ACSC- Brazil), in 2016 we joined the WMTY movement in partnership with Scotland. The ACSC understands that this perception is crucial to building a relationship of trust with patients and caregivers. The objective is high-quality care, better experiences for patients and satisfied professionals. The principal aim of this movement is to stimulate meaningful conversations between patient and caregivers using the WMTY movement. This worldwide movement has a celebrated day on the 6th of June but besides the WMTY day that we instituted at the 18 ACSC health services, in 2017, we organized the 1st WMTY Forum in Brazil. At the Forum, we had the presence of patients sharing their experiences and healthcare professionals discussing their challenges and barriers to have the conversation. We also launched a hot site in Portuguese and Spanish with free materials, manuals and stories from people who had the WMTY conversation. At the celebrate day there were more than 250 WMTY conversations reported at the 18 health care services. We realized that the movement was as powerful for the patients as for the healthcare professionals. They showed, in their speeches, that the movement brought back the joy and the meaning of their work.

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