



# Rights Guide 2017



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One of its top distinguishing characteristics is understanding health in a comprehensive manner. As a result, Editora Fiocruz offers not only publications on biomedical areas, but also works focused on social sciences and humanities.

This rights guide includes titles on art, sexuality, religion and architecture, always interfaced with health and science. Other topics of global interest such as the fight against drugs and violence, environmental preservation, health promotion and public policy are here represented.

This diversity shows a quality production in form and content, ensured by rigorous peer review and certified by the literary awards received by Editora Fiocruz.

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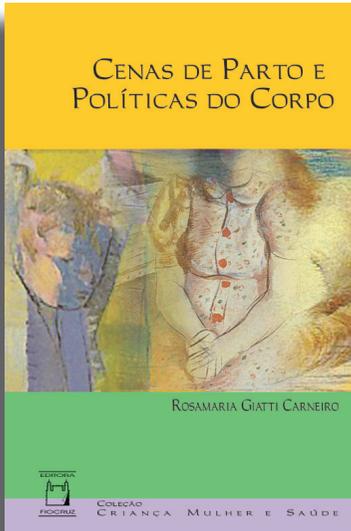
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## BIRTHING SCENES AND BODY POLITICS

### CENAS DE PARTO E POLÍTICAS DO CORPO

Rosamaria Giatti Carneiro

*Rights available worldwide.*

Year: 2015  
ISBN: 978-85-7541-458-3  
Pages: 328  
Price: R\$ 49,00  
Format: 16 x 23 cm  
Weight: 0,460 Kg

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## Synopsis

Brazil is the world's leading country in cesareans. Here, 52% to 88% of deliveries are surgical in public and private health networks, respectively. But it is not only the high number of caesarean sections that draws attention, but what's behind it: cesareans are the choice of most pregnant women and the professionals who care for them. In this work, the author – anthropologist and feminist – researched a group who chose to give birth differently: the most natural way possible. She lived from 2008 to 2010 in the city of São Paulo with about 60 women who had given birth and were again pregnant but did not expect to repeat the previous painful experiences. Rosamaria Carneiro also had contact with first-time pregnant women who wanted to study possibilities to decide which option to choose, accepting no impositions. “Few cases and a lot of density has always been my goal. But more than that, the content is the result of an ethnographic research, eminently qualitative about sexual and reproductive health”, she says.

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4. Feminisms, Deliveries and Maternity: history, reversibility and subjectivation

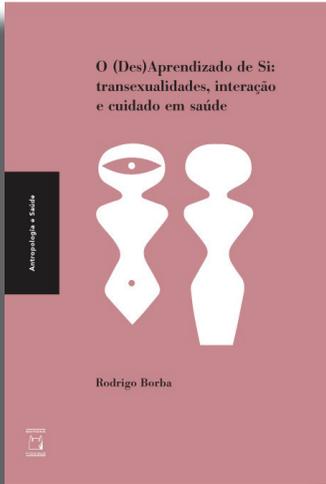
Final Thoughts

Afterword

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## About the author

*Rosamaria Giatti Carneiro is an anthropologist, PhD in Social Sciences (Institute of Philosophy and Human Sciences of Campinas State University). Associate professor of the Public Health Program at the University of Brasília and of the Postgraduate Program in Science and Technology in Health of the same university.*



THE (UN) LEARNING OF  
ONESELF: transsexualities,  
interaction and health care

**O (DES) APRENDIZADO DE SI:  
transexualidades, interação e  
cuidado em saúde**

Rodrigo Borba

*Rights available worldwide.*

Year: 2016  
ISBN: 978-85-7541-474-3  
Pages: 244  
Price: R\$ 49,00  
Format: 16 x 23 cm  
Weight: 0,350 Kg



## Synopsis

Bianca and Leandro were a couple. “Bianca showed her body with rounded shapes decorated by dresses, makeup and high heels, but still she had a penis; Leandro used bands to tighten the breasts and a rolled up sock in his underwear to create volume in pants. A woman with a penis; a man without one? A boy becomes a woman and dates a girl who becomes a man? She is he? He is she?”. From the initial shock came the motivation for the doctoral work about candidates to the transsexualizing process in a public hospital. In this research, UFRJ professor Rodrigo Borba found a glaring mismatch between what health services understand how transsexuality is and the varied ways in which transgender people actually experience their identity in everyday life. As a result, discursive obstacles remain in the way of a full and humanized health care for transgender individuals. The author argues that we have to relearn how to look after the health of transgender individuals, this way respecting them effectively as people and valuing the particular forms of experiencing transsexualism. Respecting and valuing especially “who we can be, beyond the conventionalized standards on our bodies: an everyday challenge in our times”, as recalls UFRJ professor Luiz Paulo Moita Lopes, advisor on the thesis which became this new volume from the Anthropology & Health collection.

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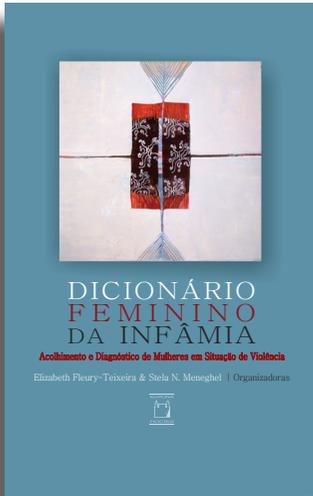
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## About the author

*Rodrigo Borba is PhD in Applied Linguistics, professor at the Federal University of Rio de Janeiro; He worked as a visiting researcher of the Centre for Language, Discourse and Communication at the University of London and the Department of English Language and Applied Linguistics at the University of Birmingham, UK.*



WOMEN'S DICTIONARY OF INFAMY:  
reception and diagnosis of women in  
situations of violence

**DICIONÁRIO FEMININO DA INFÂMIA:  
acolhimento e diagnóstico de  
mulheres em situação de violência**

Elizabeth Maria Fleury-Teixeira  
Stela Nazareth Meneghel (editors)

*Rights available worldwide.*

Year: 2015  
ISBN: 978-85-7541-463-7  
Pages: 422  
Price: R\$ 79,00  
Format: 21 x 26 cm  
Weight: 1,140 Kg

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## Synopsis

The work brings a rich panorama of the recurring concepts in the feminist and women's agenda and goes beyond by presenting themes and meanings in its historical, political and social dimension. The work explains phenomena involving various aspects, types and scenarios of violence and also forms of resistance, as well as information on scientific analyzes that have sustained the creation of procedures, standards, approaches and techniques that are now regulated and operating in various public sectors in regular and/or embryonic form. Furthermore, there was a major concern: to provide readers the most important notions about concepts of freedom, human rights, justice, aspects of male education that lead to the practice of violence and other topics. The 'Dictionary' is the result of a work that brought together many voices: more than one hundred collaborators, researchers and/or professionals from universities, government agencies, public health services, social security, public security, from legal and policing field, and non-governmental organizations worked collectively in choosing and preparing meaningful entries.

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## About the editors

*Elizabeth Maria Fleury-Teixeira majored in Social Communication with a specialization in public policies; she holds a master in Sociology and works with gender issues, women, democracy and development, and public policies on gender. Since September 2012, Elizabeth coordinates the National Committee for Gender Equality and Race of the Oswaldo Cruz Foundation.*

*Stela Nazareth Meneghel holds a master and a PhD in medicine/medical sciences with postdoctoral studies in social psychology; public health specialist. She is an associate professor at the Federal University of Rio Grande do Sul (UFRGS), where she works in the undergraduate program in public health and postgraduate programs in public health and nursing.*



**THE ERADICATION OF AEDES AEGYPTI:**  
yellow fever, Fred Soper and public  
health in Americas (1918-1968)

**A ERRADICAÇÃO DO AEDES AEGYPTI:**  
febre amarela, Fred Soper e saúde  
pública nas Américas (1918-1968)

Rodrigo Cesar da Silva Magalhães

*Rights available worldwide.*

Year: 2016  
ISBN: 978-85-7541-479-8  
Pages: 420  
Price: R\$ 60,00  
Format: 16 x 23 cm  
Weight: 0,585 Kg

## Synopsis

Eleven countries and territories of the Americas, including Brazil, have been declared officially free of the *Aedes aegypti* during the XV Pan American Sanitary Conference, held in Puerto Rico in 1958. This event is part of an important chapter in the history of health that the author of this book tells when analyzing the period between 1918 and 1968. In 1918 the Global Campaign for the Eradication of Yellow Fever had begun, led by the Rockefeller Foundation. In 1968 the Continental Campaign for the Eradication of *Aedes aegypti* ended, launched in 1947 under the auspices of the Pan American Health Bureau, today known as the Pan American Health Organization (PAHO). The second campaign was a continuation to the first, but in a renewed international context. It was being built “a new pattern of relationships of international organizations and the US government with the countries of Latin America, especially Brazil, with higher prevalence of these.” If, in the first decades of the twentieth century, the American republics held few diplomatic contacts and almost no dialogue in areas such as politics and economics, they started to strengthen their relations in the context of health cooperation. Therefore, the reformulation of the campaign and its relaunch “resulted in an unprecedented joint of the American republics to jointly tackle a health issue affecting all of them,” says Rodrigo Cesar.

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Conclusion: international health, eradication of *Aedes aegypti* and the strengthening of inter-American relations

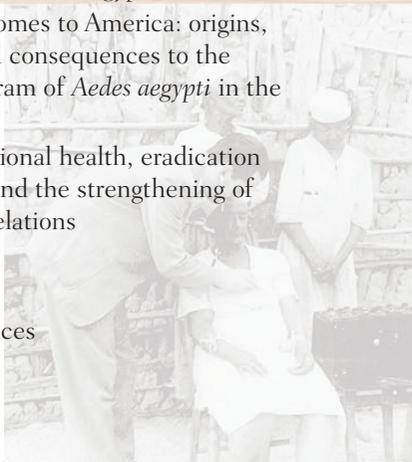
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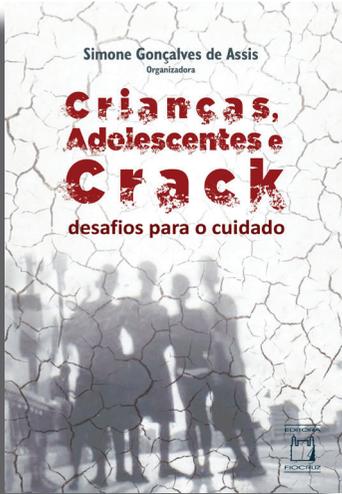
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Sources and References

## About the author

Rodrigo Cesar da Silva Magalhaes is a historian, he holds a PhD in History of Science and Health from the Program of Graduate Studies in the History of Science and Health of Casa de Oswaldo Cruz (COC/Fiocruz); Teacher at Colégio Pedro II.





**CHILDREN, ADOLESCENTS AND  
CRACK:**  
challenges for health care

**CRIANÇAS, ADOLESCENTES E  
CRACK: desafios para o cuidado**

Simone Gonçalves de Assis (editor)

*Rights available worldwide.*

Year: 2015  
ISBN: 978-85-7541-471-2  
Pages: 402  
Price: R\$ 64,00  
Format: 16 x 23 cm  
Weight: 0,560 Kg

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## Synopsis

Crack is a drug of rapid absorption that causes instant impact on the overall health of users and causes clinical and psychiatric compromise. This book covers the use of the drug by children and adolescents and the consequences due to substance use by parents or guardians. The work brings together ten chapters and it is based on the results of two researchs conducted by the Oswaldo Cruz Foundation. The authors work in different fields of knowledge and give the work an interdisciplinary view on the subject. They sought to identify how many and who are these young people and then draw a profile, and also reflect on existing forms of care in some Brazilian cities. According to the editor, crack is a public health problem that affects many Brazilian families, “most because of the striking effects on individuals and society than necessarily the numbers achieved. In studies that measure the prevalence existing in the country, crack use tends to achieve as little as 1% of general population, whereas other problems such as alcohol use covers much greater proportions.”

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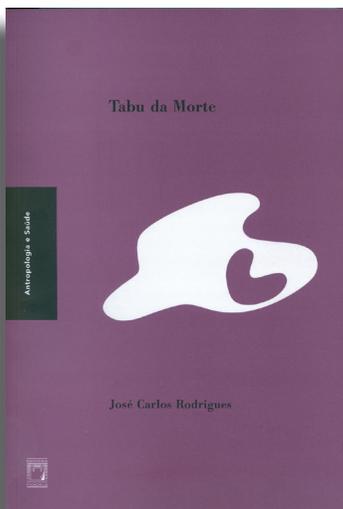
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1. Foundations for Crack Study in Childhood and Adolescence
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## About the editor

*Simone Gonçalves de Assis holds a PhD in Sciences from Sergio Arouca National School of Public Health, Oswaldo Cruz Foundation (ENSP/Fiocruz), with postdoctoral studies from Cornell University (USA); executive coordinator and researcher at Jorge Careli Department of Studies on Violence (ENSP/Fiocruz).*



## THE DEATH TABOO

### O TABU DA MORTE

José Carlos Rodrigues

*Rights available worldwide.*

Year: 2006  
ISBN: 85-7541-090-3  
Pages: 260  
Price: R\$ 36,00  
Format: 16 x 23 cm  
Weight: 0,370 Kg

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## Synopsis

Humanity undergoes a series of transformations throughout its history, but two points remain unchanged: men are born and they die. “This seems an obvious statement, however, it is not”, says the author. Despite the title, the purpose of the book is not to study death itself, as it might seem at first glance. In fact, from a thorough analysis of how different civilizations culturally appropriated death – a much more ‘sociological’ than ‘biological’ problem – the author seeks to deconstruct the western myth of life. In the Middle Ages, the death bed was common. It caused pain, but not great distress because a rupture between life and death could not be seen. It worked as a passage to another life, a paradise. From the 13th century until the 17th, the death bed gains a dramatic meaning, associated with the development of individualization and the uncertainty about paradise – Death is revealed thus as a form of social control, because “life in the other world will depend on the behavior individuals have in the earthly world”. In the Enlightenment, the separation between body – object of medical science anatomy – and soul – object of the Christian funeral liturgy - is accentuated. Relations between death and history remain till contemporary funeral practices, where death – “a hateful and terrible event” – is transferred to the hospital and from there to undertakers – that is, death also professionalized. “Men have produced and continue to produce a wide variety of representations about their death and that of others”, he adds. In fact, man is the only being to be aware of death - and it is this awareness, with varying nuances according to time and place, which originates the human way of looking at life and the world.

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## About the author

*José Carlos Rodrigues majored in Social Sciences and in Law at the Fluminense Federal University (UFF); he holds a MS and a PhD in Anthropology from the National Museum of the Federal University of Rio de Janeiro and the University of Paris VII, respectively; he is an associate professor at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) and full professor of anthropology at UFF.*



**BRAZIL HEALTH TOMORROW:  
the Economic-Industrial Health Care  
Complex**

**BRASIL SAÚDE AMANHÃ: complexo  
econômico-industrial da saúde**

Carlos Augusto Grabois Gadelha  
Paulo Gadelha  
José Carvalho de Noronha  
Telma Ruth Pereira (editors)

*Rights available worldwide.*

Year: 2017  
ISBN: 978-85-7541-490-3  
Pages: 227  
Price: R\$ 46,00  
Format: 21 x 26 cm  
Weight: 0,840 Kg

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## Synopsis

This volume is dedicated to the reflection on the economic-industrial health care complex (EIHCC) from the proposition that the articulation between technological advance, productive development and health promotion is fundamental to guarantee effectiveness in the formulation of public policies for the sector. The editors and the authors of the book defend the need to combine concepts from several areas of science to strengthen the EIHCC, in view of the “profound disarticulation of technological and productive skills and the loss of opportunities to advance in the structuring of a public health system”, effects of the neoliberal economy direction that prevailed in the 1990s. The five chapters are presented as part of an “integrated, systemic and political economy vision”, analyzing aspects related to production and innovation within the EIHCC, and seeking to consolidate political and academic foundations to build “a national project based on social progress and the productive structure”. The book integrates a series of publications resulting from the Brazil Saúde Amanhã initiative, a multidisciplinary research network, coordinated by Fiocruz, with the support of the Ministry of Health.

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## About the editors

*Carlos Augusto Grabois Gadelha: Economist, Ph.D. in economics from the Economics Institute (UFRJ); coordinator of the prospecting actions of the Presidency and leader of the Research Group on the Economic-Industrial Complex and Innovation in Health of Fundação Oswaldo Cruz.*

*Paulo Gadelha: doctor, PhD in public health from Escola Nacional de Saúde Pública Sergio Arouca (Ensp / Fiocruz); researcher and former president of Fiocruz (2009-2016); coordinator of the Brazil Saúde Amanhã initiative.*

*José Carvalho de Noronha: doctor, PhD in collective health from Uerj; coordinator of the Health Information Laboratory of Instituto de Comunicação e Informação Científica em Tecnológica em Saúde (Icict / Fiocruz), executive coordinator of the Brasil Saúde Amanhã initiative.*

*Telma Ruth Pereira: doctor; collaborator of the Brasil Saúde Amanhã initiative.*



**IN SEARCH OF A BETTER WORLD:**  
notes on cynicism in health

**À PROCURA DE UM MUNDO MELHOR:**  
apontamentos sobre o cinismo em saúde

Luis David Castiel  
Caco Xavier  
Danielle Ribeiro de Moraes

*Rights available worldwide.*

Year: 2016  
ISBN: 978-85-7541-482-8  
Pages: 400  
Price: R\$ 65,00  
Format: 16 x 23 cm  
Weight: 0,450 Kg

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## Synopsis

Cynicism is among us – and manifests itself even in the context of academic publications as well as in medical-sanitary conduct and prescriptions. Written as an essay with good hints of ironic humor – also in the form of cartoons -, the texts of this book are intended “to consider the naturalization of cynicism that surrounds us and also the many sanitary practices on how to demarcate and dimension the confrontation before the powers which hinder access to a better world.” From well-articulated and accessible philosophical/conceptual grounds of the term cynicism and a critique of globalized neoliberal capitalism, the authors scrutinize science and expose its weaknesses and incongruities. The texts that compose the work have in common “the concern with the proliferation of cynical statements in the field of health that is inextricably related to many of the present precarities”, with emphasis on health inequities. Although science intends to be the most faithful representation of reality, free from the subjectivity that distorts evidences, the production of scientific truth presents problems – and so often ends up serving the economic and political domain. Thus, the essays presented here, “though concern us with their revelations, they encourage us to resist in these times when cynicism gains such ominous proportions among the Brazilian political class,” as the researcher Gil Sevalho of the National School of Public Health (Ensp/Fiocruz) synthesizes in the Preface.

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3. Corporate Gladiators: doping, risk and academic moralization

Part III: Publicationism; Hiperpreventive Technologies of Self-Control & Promotion of Longevity; Risks as Spooky Stories

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7. Microdeath: the hyper preventive communication of risks
8. The Phantasmagoria of Health Risks and the Present of the Future I: preemptive hyper prevention and digital self-monitoring
9. The Phantasmagoria of Health Risks and the Present of the Future II: medicamentality

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References

## About the authors

*Luis David Castiel:*

*PhD in public health*

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*postdoctoral degree*

*from the Department of*

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*Public Health and*

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*University of Alicante,*

*Spain; Researcher*

*of the Department*

*of Epidemiology and*

*Quantitative Methods*

*in Health of Escola*

*Nacional de Saúde*

*Pública Sergio Arouca*

*(Ensp/Fiocruz).*

*Caco Xavier: PhD in*

*social anthropology from*

*Museu Nacional (UFRJ);*

*Illustrator and cartoonist,*

*he was one of the most*

*awarded comic authors in*

*Brazil in the 1990s, with*

*cartoons published in the*

*main national magazines*

*(Pasquim, Mad, Animal).*

*Danielle Ribeiro de*

*Moraes: PhD in public*

*health from Escola*

*Nacional de Saúde*

*Pública Sergio Arouca*

*(Ensp /Fiocruz); She*

*is currently linked to*

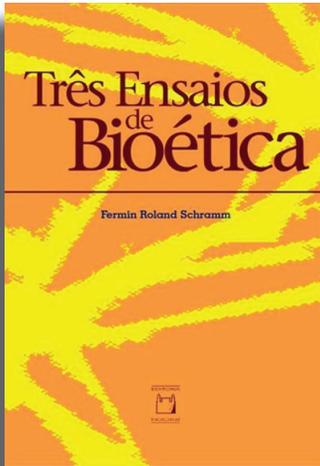
*the research group*

*'Center of Studies in*

*Democratization and*

*Sociability in Health'*

*(EPSJV/Fiocruz).*



THREE ESSAYS ON  
BIOETHICS

TRÊS ENSAIOS DE BIOÉTICA

Fermin Roland Schramm



*Rights available worldwide.*

Year: 2015  
ISBN: 978-85-7541-455-2  
Pages: 177  
Price: R\$ 28,00  
Format: 16 x 23 cm  
Weight: 0,340 Kg

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## Synopsis

Readers interested in the theoretical development of bioethics and, at the same time, in their application to the solution of moral conflicts will surely find valuable materials in this book. Each chapter places bioethics in a different context: clinical, genomic and of biosafety. In the first essay, it is discussed the possibilities of this 'toolbox' called bioethics in order to understand and try to solve conflicts of interests and values in the scope of the relations between professionals and health services users. In the second, the author applies the bioethics tools to the case of moral conflicts involving genomics, contemplating arguments favorable and contrary to the practices of genetic engineering and contributing to critical thinking without prejudice on the subject. Finally, the third chapter deals with the interface between bioethics and biosafety, which have common concerns, such as the issue of risks, but with different approaches - while bioethics deals with moral values, biosecurity makes use of technical, administrative and legal actions.

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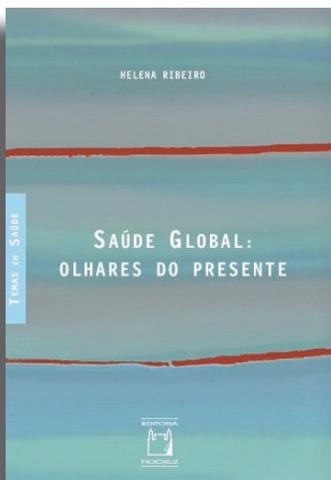
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1. Conceptual Issues in Clinical Bioethics: is a realistic metabioethics possible?
2. Bioethics and the Morality of Genomics
3. Bioethics 'and/or' Biosafety: a possible interface in the evaluation and management of biotechnology practice?

References

## About the author

*Fermin Roland Schramm holds a PhD in sciences/public health, with post-doctoral studies in bioethics; full researcher on applied ethics and bioethics at Escola Nacional de Saúde Pública Sergio Arouca (Ensp/Fiocruz); professor of the Postgraduate Program in Bioethics, Applied Ethics and Collective Health, an associate program from UFRJ, Fiocruz, Uerj and UFF; associate professor at Universidade de Brasília and Universidad de Chile; bioethics consultant of Instituto Nacional do Câncer (Inca) from 1997 to 2014.*



GLOBAL HEALTH: present perspectives

**SAÚDE GLOBAL: olhares do presente**

Helena Ribeiro

*Rights available worldwide.*

Year: 2016

ISBN: 978-85-7541-489-7

Pages: 106

Price: R\$ 15,00

Format: 12,5 x 18 cm

Weight: 0,125 Kg

## Synopsis

In the field of health it is evident the need for new approaches that take into account the relationship of the local with the global/universal. Composed of very dynamic processes in time and space, and guided by values such as ethics, justice and solidarity, global health is a field with great potential for growth and which increasingly attracts the attention of academic institutions. This book describes the emergence of this field of study and presents some definitions of the term global health; it contextualizes global environmental health and discusses the major ecological problems faced by humanity; it focuses on some of the social determinants of noncommunicable diseases and shows that infectious diseases still constitute relevant and urgent global issues; it also addresses some cross-border socio-environmental and health issues in our continent. The book, therefore, presents the foundations of global health and seeks to arouse interest and vocations to the field, where health actors must work together with the communities themselves and professionals from other sectors, such as law, agriculture, environment, engineering, diplomacy, sociology, anthropology, geography and communication. "It is argued in favor of compromise with everyone in the world, in non-asymmetric relations, in which the knowledge and culture of all peoples have valid contributions that can be added in the construction of global health as emerging science", affirms the author.

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1. Health in the World and the Globalization
2. Environmental Problems and Planetary Demographics
3. Culture, Life Habits and Chronic Noncommunicable Diseases
4. Surveillance of Infectious Diseases
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### Suggested Reading

## About the author

*Helena Ribeiro majored in geography at the Pontifical Catholic University of São Paulo (PUC-SP); she holds a master's degree in geography from University of California (Berkeley) and a PhD in physical geography from University of São Paulo (USP), with postdoctoral studies in environmental planning and management from the Académie Internationale de l'Environnement (Switzerland); full professor at the Department of Environmental Health and coordinator of the doctorate program in global health and sustainability from Faculdade de Saúde Pública (USP).*



**A MATTER OF RACE: history, science and identities in Brazil**

**RAÇA COMO QUESTÃO: história, ciência e identidades no Brasil**

Marcos Chor Maio  
Ricardo Ventura Santos (editors)

*Rights available worldwide.*

Year: 2010  
ISBN: 978-85-7541-193-3  
Pages: 316  
Price: R\$ 38,00  
Format: 16 x 23 cm  
Weight: 0,410 Kg

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## Synopsis

The work is a collection of essays non chronological and carefully selected by the editors, ranging from biology to social sciences, anthropology and history, with varied approaches. By analyzing discussions about the hygienist thinking and trajectories of physical anthropology in nineteenth-century Brazil, the articles cover up the current correlations of racial thought with genomic technologies. A precious material for those studying and interested in issues related to race in Brazil.

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## About the editors

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CONTEMPORARY FAMILY AND HEALTH:  
meanings, practices and public policies

**FAMÍLIA CONTEMPORÂNEA E SAÚDE:  
significados, práticas e políticas públicas**

Leny A. Bomfim Trad (editor)

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## Synopsis

This is a collection resulting from interdisciplinary work of wide-ranging research in family studies in Brazil. Since the definition of the object - family -, this book has as its starting point the rapid and continuous changes undergone by this institution, which are reflected in its internal composition. In gender and intergenerational relations, and in the context of a feeling of kinship and belonging, the work indicates that the family is currently the target of public policies and programs applied to the health sector in Brazil, problematizing the pertinence of their respective guidelines according to the social needs and cultural possibilities of the Brazilian family.

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## About the editor

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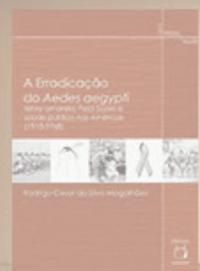
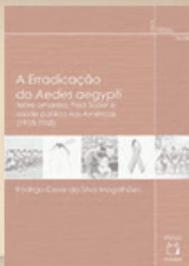
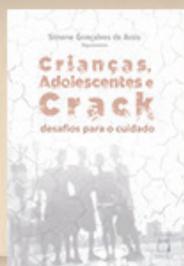


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