




## REPORT OF EXPERIENCE IN THE PROMOTION OF MEN'S AND WOMEN'S HEALTH FOR PROFESSIONALS IN A PRIVATE COMPANY IN PRESIDENTE PRUDENTE

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### ABSTRACT

Introduction: In order to prevent serious consequences, it is imperative to cultivate health care as a primary life habit. The adoption of routine exams and preventive measures is instrumental in preventing the onset of diseases, enabling treatment in its initial phases. Such an approach not only amplifies the prospects for a cure, but also promotes a remarkable improvement in quality of life and well-being. Thus, informative lectures in order to guide the general population are extremely important for prevention and health promotion in the same. Taking advantage of the dates of campaigns in the health area, Pink October and Blue November, a lecture was held for employees at the private company Arenales in Presidente Prudente.

**Keywords:** Health Promotion. Men's and Women's Health. Corporate Environment. Presidente Prudente.

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## INTRODUCTION

In order to prevent serious consequences, it is imperative to cultivate health care as a primary life habit. The adoption of routine exams and preventive measures is instrumental in preventing the onset of diseases, enabling treatment in its initial phases.

Such an approach not only amplifies the prospects for a cure, but also promotes a remarkable improvement in quality of life and well-being. Thus, informative lectures in order to guide the general population are extremely important for prevention and health promotion in the same. Taking advantage of the dates of campaigns in the health area, Pink October and Blue November, a lecture was held for employees at the private company Arenales in Presidente Prudente.

## OBJECTIVE

Raise awareness among Arenales workers about the risk factors for breast, uterine and prostate cancers. Guide the importance of early detection and routine consultations.

## DESCRIPTION

The company Arenales is a pioneer in veterinary homeopathic technology in the country, with more than 130 medicines that serve various species. It offers practical application for the prevention and treatment of parasites, accelerating the development of animals and fighting infections. Out of concern for its employees, the company was developing a week focused on workers' health, so a lecture was held in order to raise awareness and guide on the prevention of possible diseases. The performance of physical examinations reflects the practical commitment to promoting a healthy work environment concerned with the integral well-being of its employees, since occupational medicine is extremely important not only for the company, but for professional performance. Thus, the employees were screened, with blood pressure measurement, fasting glucose test and BMI calculation. The results were sent to the company, highlighting the possible changes, which may indicate a higher risk of diseases.

## CONCLUSION

This event not only disseminated important information, but was also useful as an event for raising awareness about the importance of preventive health. This report,



therefore, documents not only an educational lecture, but a corporate health initiative that aims not only to inform, but also acts on the health of those who make up the essence of Arenales.



## REFERENCES

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