

## **LIFE QUALITY AND THE WELLNESS IN ELDERLY. STUDY CASE OF THE CASA DO MENINO JESUS**

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### **ABSTRACT**

This research aims to present an analysis on the absence of innovative social responses to elderly, taking into account the need for stimulation of this population segment. Our main goal is not only a theoretical approach about the issue of elderly, but also present a study on the potentialities of the Casa do Menino Jesus, our case study, can apply for funding of a multisensorial stimulation response for elderly.

This paper is divided into three parts: theoretical framework and characterization of our social organization, according to an exploratory research, structuring a strategic plan of the organization, through field research, and as final result, to present a proposal for funding and implementation of an innovative social response, according to the underlying legislation to Portugal 2020. The sample is focused on the population of Mirandela municipality.

To conclude, it is important to make this local approach, because of the increasing number elder people with dementia problems and specific needs of treatment and stimulation.

**KEYWORDS:** 3rd Sector, Life quality, strategic management, social responses to elderly.