



MEMORY CAFÉ[®] BRASIL

VALORIZANDO MEMÓRIAS E PROMOVENDO A INCLUSÃO



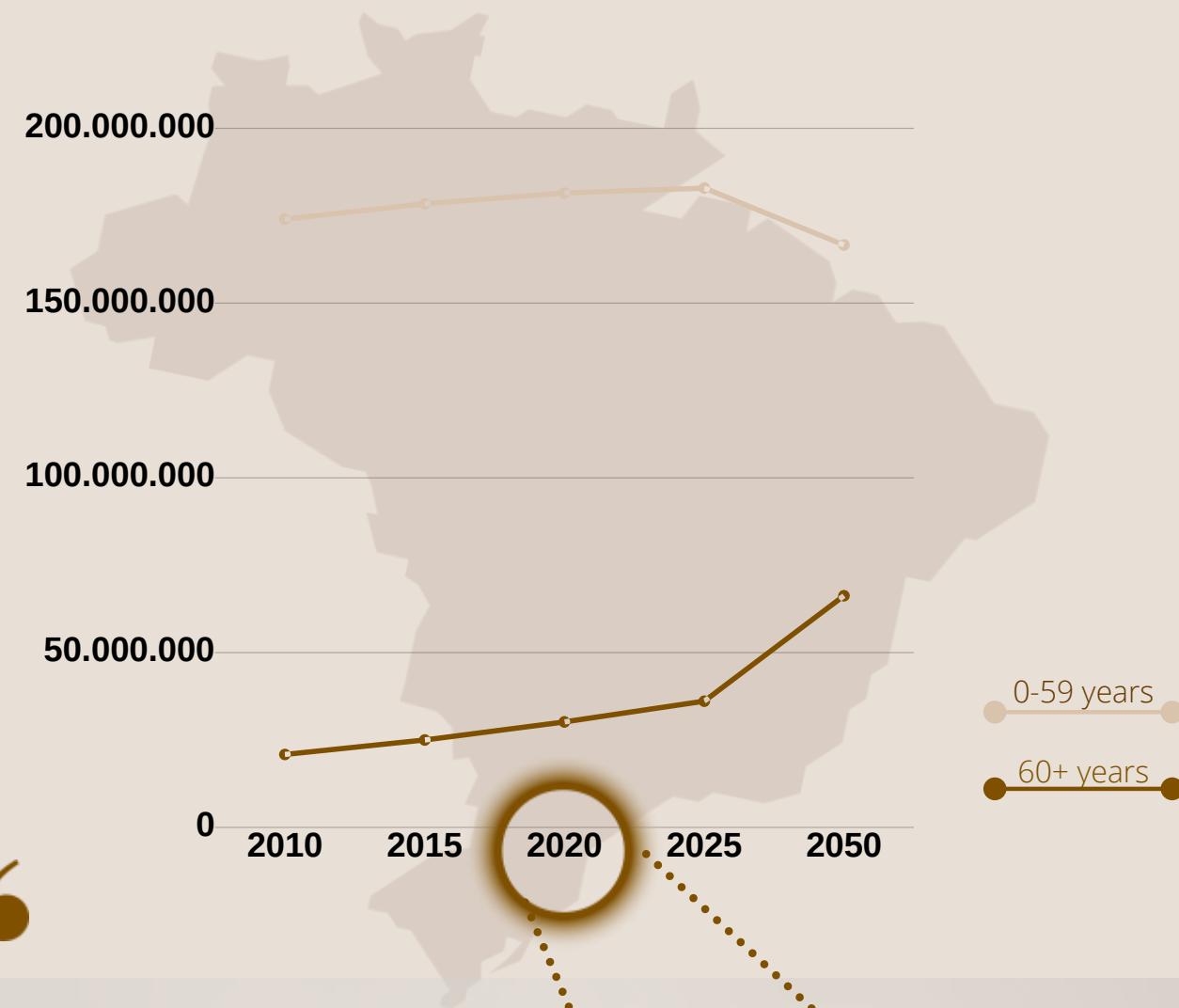
LEARN MORE ABOUT MEMORY CAFÉ BRASIL!

We created this portfolio about Memory Café Brasil for tell you a little about our trajectory.



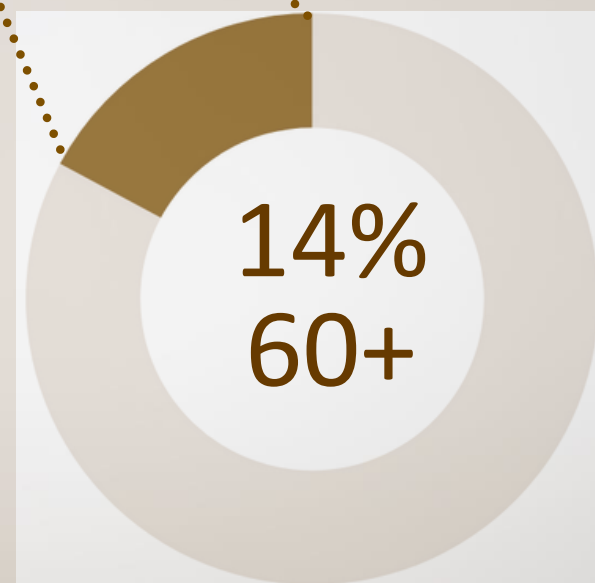
Before we start, we'll contextualize you about the Brazilian scenario for you understand the importance of this project and the reasons why we decided to introduce it in Brazil.

Aging of the Brazilian population



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In 2050 we will have 28.4% of the Brazilian population composed of elderly



Adapted from: IBGE Censo 2010

POPULATION AGING

A world reality
A Brazilian reality



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A grayscale photograph of a tree with many leaves falling from its branches, set against a cloudy sky. The scene is captured in a soft, slightly desaturated tone. A semi-transparent orange rectangular box is overlaid on the lower half of the image, containing text.

Dementia

BRAZIL: 2nd COUNTRY WITH THE MOST PREVALENCE
WORLD ALZHEIMER REPORT, 2015; NICHOLS ET AL., 2019



Justification

Julice



In view of the aging population and the prevalence of dementia in our country, we saw the need to develop a project that is capable of embracing this population, as well as integrating it into society.



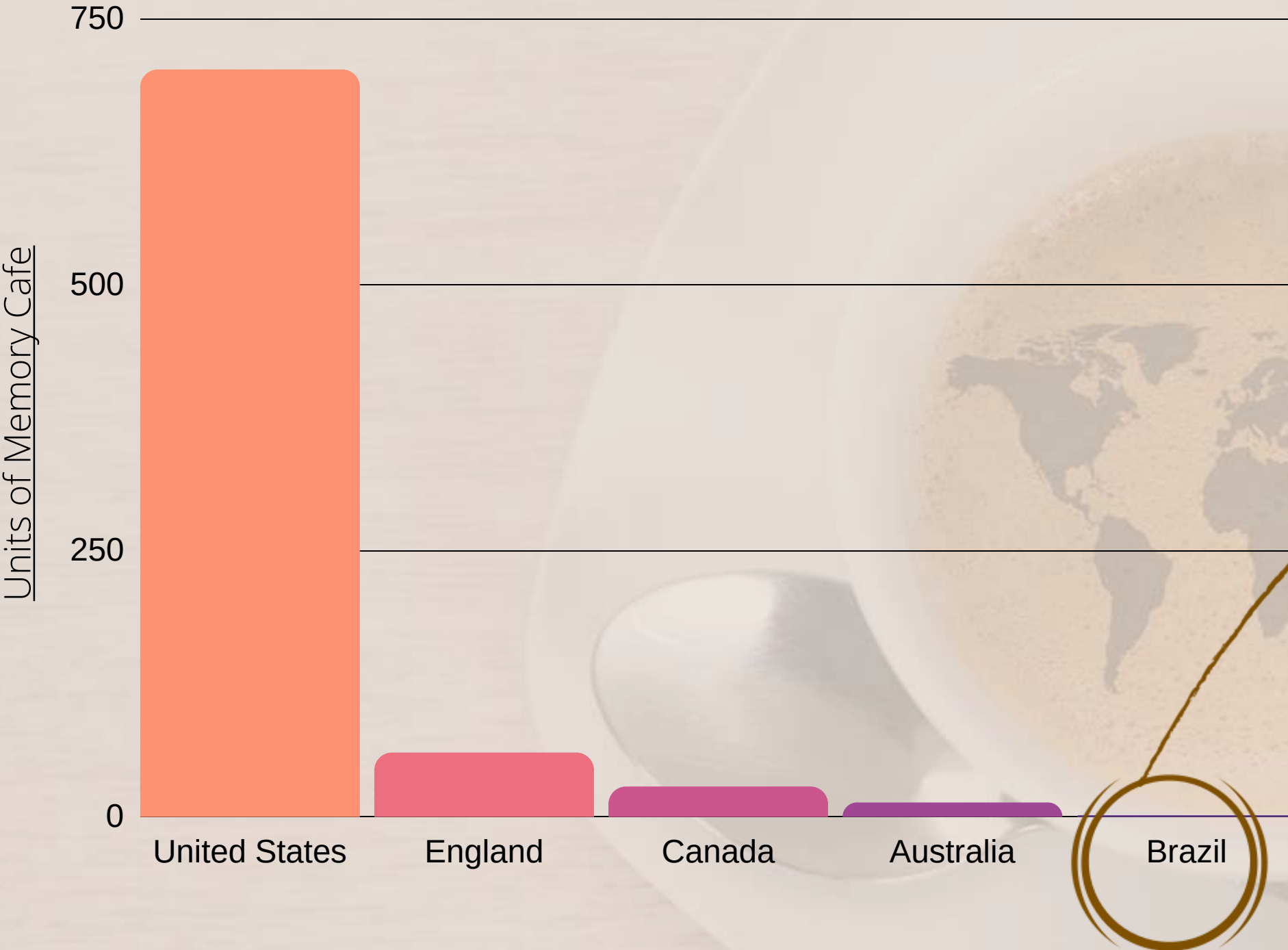
Memory Café Brasil is a no-profit social project linked to the international Memory Cafe Directory – USA, aimed at people with alterations and/or deficits in memory or reasoning and people with acquired and/or congenital cognitive decline. To participate in this project, it is not necessary to present a diagnosis of dementia.

What is it?



Memory Café Directory

By : memorycafedirectory.com



**MEMORY
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The Number 1 in Brazil

FOUNDED ON DECEMBER 14, 2019
IN SAO PAULO CITY

OBJECTIVE

Promote the inclusion and social interaction of adults and the elderly with cognitive decline.

WE PERFORM PRESENTIAL AND ONLINE MEETINGS

In social spaces such as coffee shops,
museums and on digital platforms.

WE PERFORM COGNITIVE STIMULATION WITH INTERACTIVE ACTIVITIES DURING MEETINGS.

Baseadas em evidências científicas

WE WORK WITH VOLUNTEERS

Properly trained and certified by the
founders



HOW IS OUR WORK?

**PARTNER INSTITUTIONS THAT
EMBRACED THE MEMORY CAFÉ
BRASIL PHILOSOPHY**

For the development of the project, we have partner organizations and projects that support our cause and embrace the philosophy of this social initiative.





SP LOVERS CAFÉ
E VINHO



JULICE
BOULANGÈRE



LA CONFEITARIA



BENDITO CAFÉ

Coffee Shops Partners

Partner Project



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Face-to-face meetings



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Place: SP Lovers Café
Meeting theme: Your face, your brand.
Date: 12/14/2019

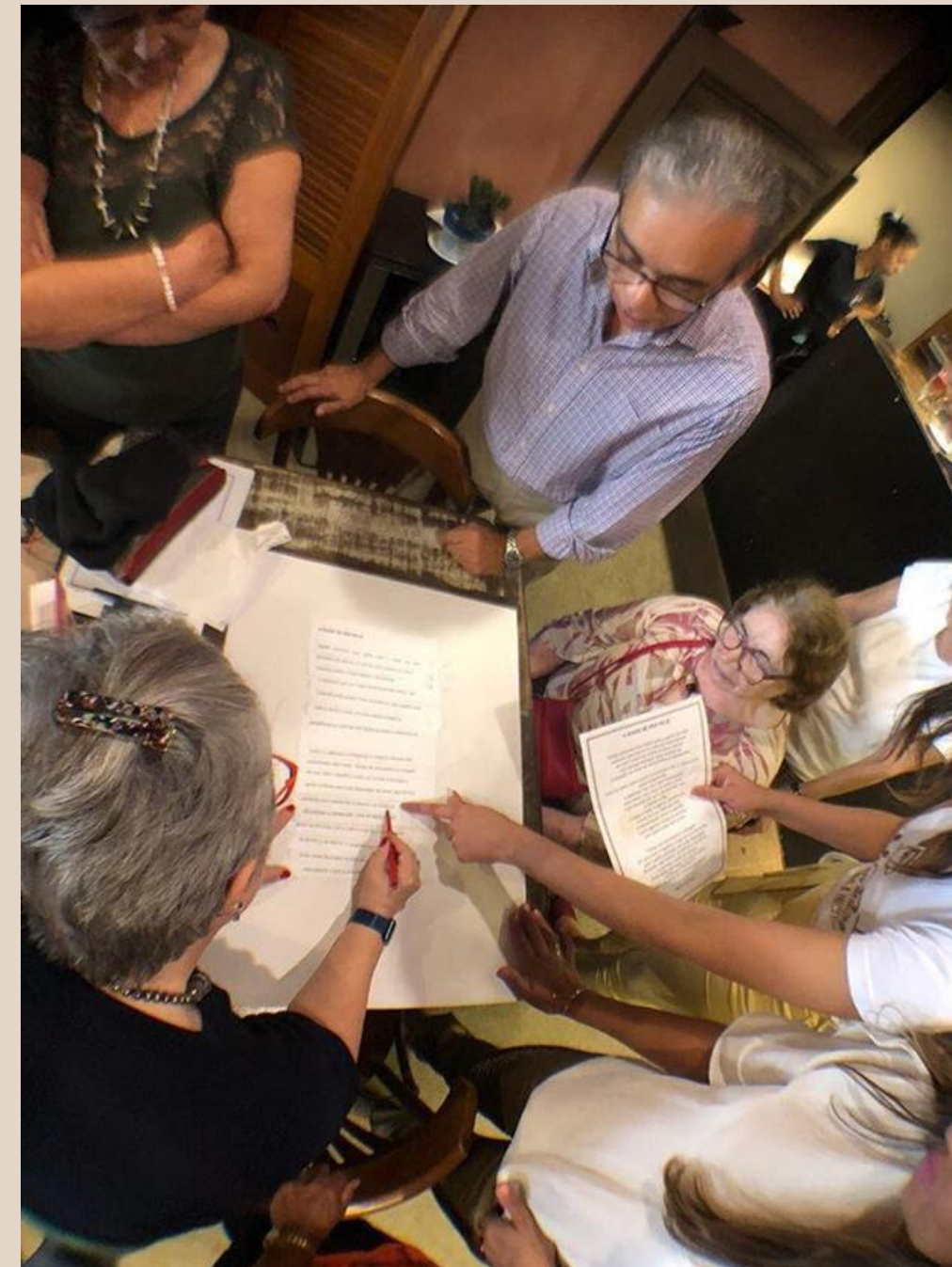


Face-to-face meetings



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Place: Julice Boulangère
Meeting theme: Get into the routine.
Date: 1/18/2020



Face-to-face meetings



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Place: La Confeitaria
Theme of the meeting: Attention very calm at that time.
Date: 2/15/2020



On-line meetings

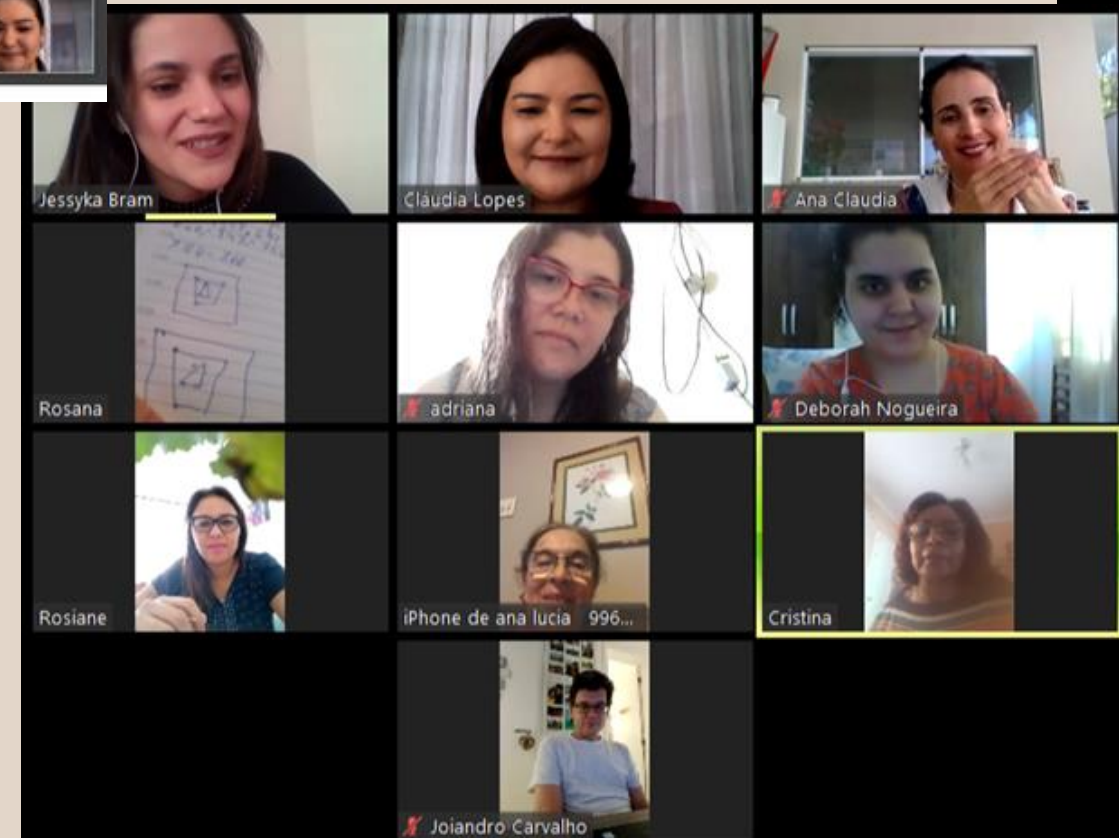
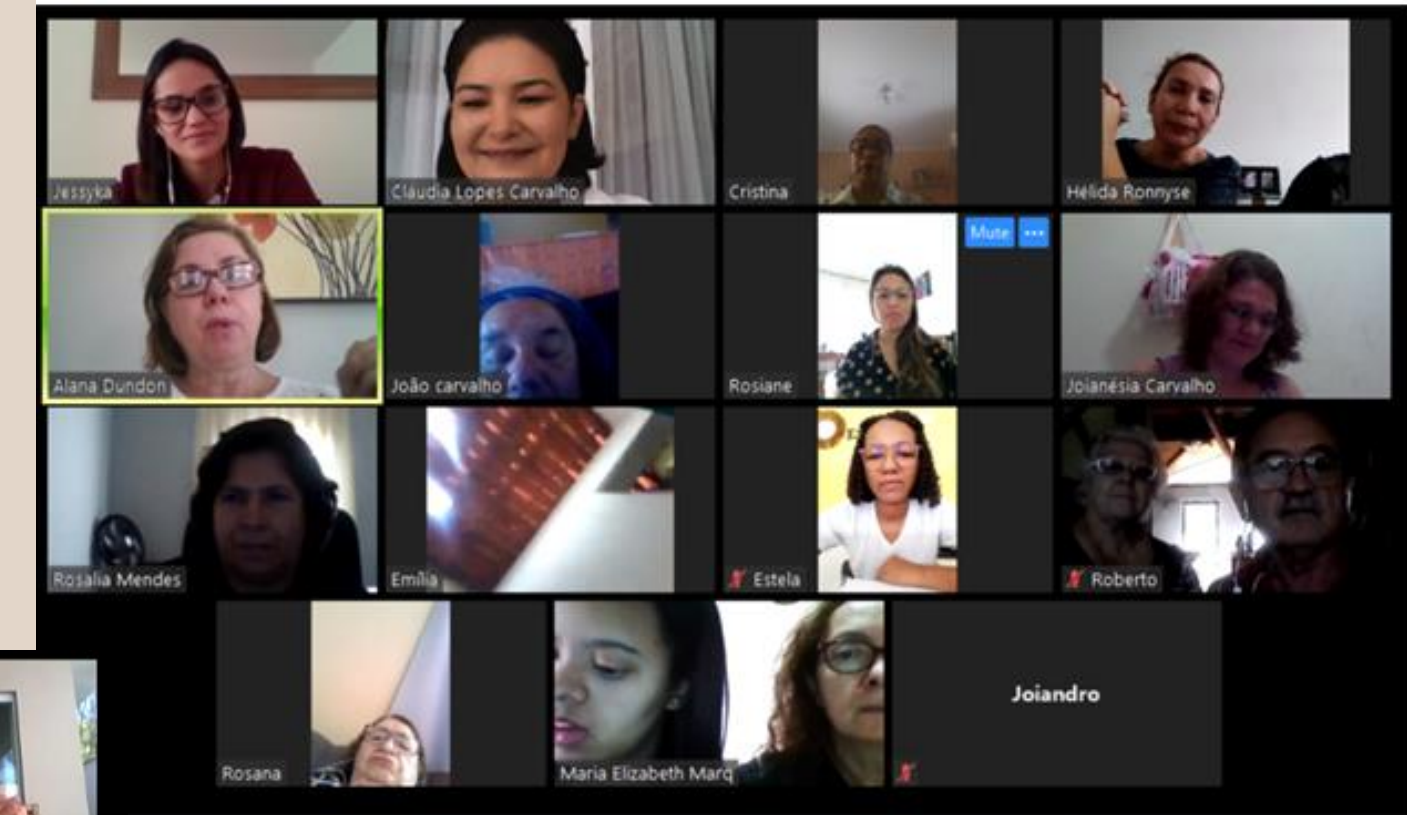
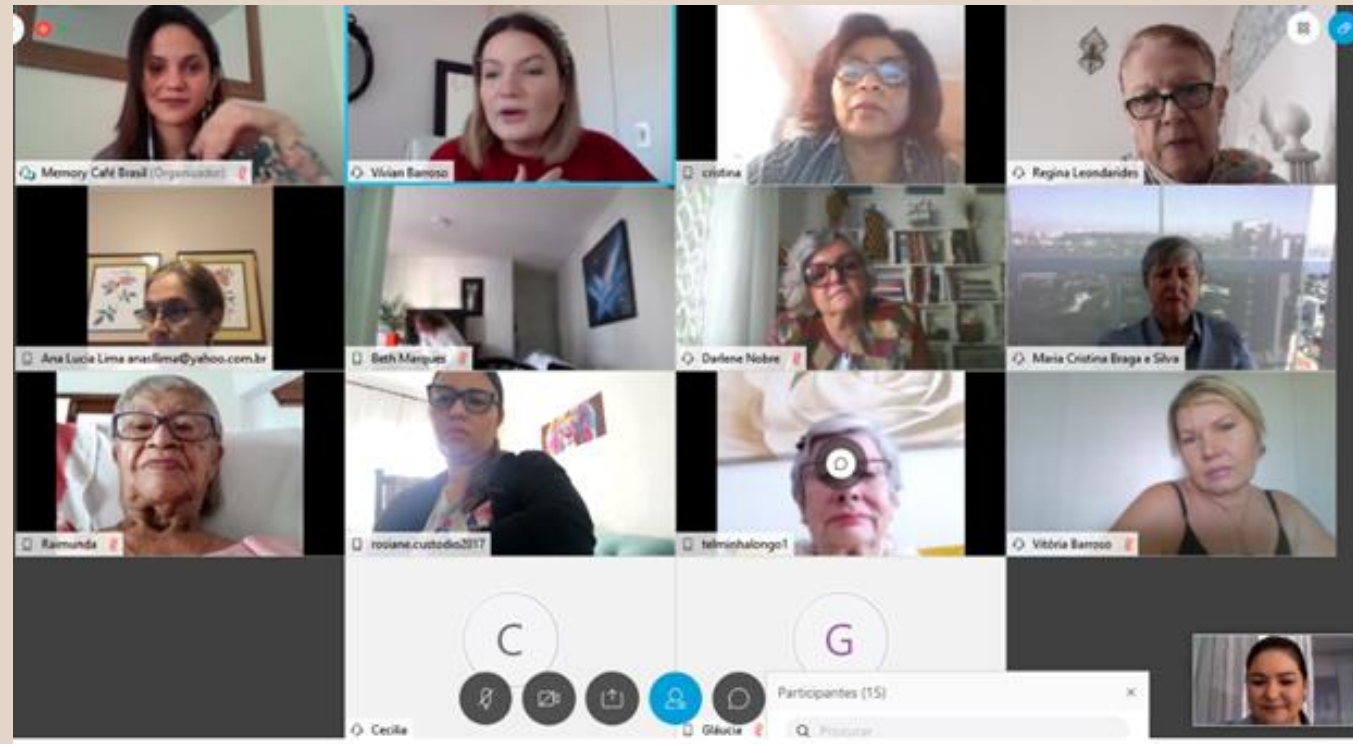


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Place: Zoom and Webex plataforma

Schedule: 04/11/2020; 04/25/2020; 05/09/2020; 05/23/2020





Founders of
Memory Café Brasil



Cláudia Lopes

Speech Therapist- CRFa. 17.563-SP

Master's student in Sciences at the Neuroscience Laboratory, USP

Specialist in evaluation and rehabilitation of speech therapy for adults and elderly, USP

Specialist in cognitive rehabilitation, USP

Improvement in Gerontology, Hospital do Servidor

MBA in Strategic Health Management

Speech Therapist, Faculty of Medical Sciences of Santa Casa de São Paulo - FCMSCSP

If you want to contact me or access my social media, click on the icons below



PhD student at the Neuroscience Laboratory, USP

Specialist in Cognitive Rehabilitation, USP

Experience in Team Management, Prevent Sênior

**Master of Science from the Neuroscience
Laboratory, USP**

**Service Training in Hospital Geriatric
Management, USP**

Bachelor of Gerontology, UFSCar

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media, click on the icons below



Jessyka Bram

Gerontologist - ABG 328



“

“It is very rewarding for me to participate in this event. In addition to meeting special people, I get information about mental health”

TESTIMONY OF THE PARTICIPANT MARIA LÚCIA

MEETING REALIZED AT LA CONFEITARIA - SAO PAULO, 02/15/2020

BE PART OF THIS STORY!



mcb@memorycafebrasil.com



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LIVE THIS EXPERIENCE

