

## **GIRASSÓIS PROJECT: COLLECTIVE COMMUNICATION, INTERGENERATIONALITY, AND HEALTH PROMOTION FOR OLDER ADULTS IN BRAZIL**

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### **Abstract**

**Background:** Aging populations demand inclusive and plural communication strategies that promote healthy aging and social participation. In this context, community-led media initiatives can offer innovative and democratic approaches to gerontological communication, especially in Latin America. The Girassóis Project was created as an editorial collective composed mostly of older adults, connected to UniSER (University of the Aging Subject), a lifelong education program at the University of Brasília. **Purpose:** The project's main objective is to promote protagonism, education, and intergenerational dialogue through the collaborative production of a digital magazine—Revista Girassóis. The project aims to create a space for older adults to narrate their experiences, address health issues, and debate rights and public policies related to aging. **Methods:** Since 2023, the project has been organized as a volunteer-based editorial group composed of older adults, researchers, and students. Each monthly edition of the magazine includes thematic columns (e.g., health, education, ethics, sports, arts) and adopts participatory methods to ensure that voices from diverse aging contexts are included. **Results:** 20 editions have been published, engaging more than 30 collaborators. Themes such as mental health, grief, intergenerationality, and digital inclusion have been covered. The magazine has expanded its reach through partnerships with community centers and educational institutions. Feedback from participants highlights increased self-esteem, digital empowerment, and a strengthened sense of belonging. **Conclusion:** The Girassóis Project illustrates how collective communication initiatives can enhance active aging, health education, and social inclusion. The project demonstrates that older adults are not only target audiences but also creators of knowledge and culture. **Implications:** This initiative offers a replicable model of innovative gerontological communication that bridges digital technology, education, and intergenerational connection. It contributes to public health by promoting well-being and autonomy and by fostering active citizenship among older adults. The project also informs public policy strategies by revealing the transformative power of collaborative and community-driven communication.

**Keywords:** Communication; Ageing; Intergenerationality; Education; Protagonism