

INNOVATION AND CARE STRATEGIES IN THE FAMILY HEALTH STRATEGY (FHS): THE BETTER CARE PROGRAM IN THE STATE OF CEARÁ

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For 35 years, the Unified Health System (SUS) has been providing care, assistance, and attention to the Brazilian population, especially to the more than 9 million residents of Ceará. Despite the persistent challenges faced by SUS over the years, significant advancements have been experienced, notably in the areas of Primary Health Care (PHC), Specialized Ambulatory Care (SAC), and Hospital Care.

In the state of Ceará, these advancements have led to a reduction in avoidable hospitalizations for conditions sensitive to PHC, the eradication and control of immunizable diseases through vaccination, access to emergency services, among other achievements.

Continuing the progress of SUS in Ceará, the "Cuidar Melhor" (Better Care) Program was established. Initially introduced by Resolution No. 17/2021 on July 16, 2021, approving the "Cuidar Melhor Ceará" Program of the Executive Secretariat of Health Policies (Sepos) and the Intersectoral Policies Coordination (Copis). Later, it was formalized by Law No. 17,757 on November 11, 2021, regulating the "Cuidar Melhor" Program in the context of the Unified Health System (SUS) in the State of Ceará. This law also authorizes the Executive Power to reward municipalities with innovative health practices and better results in health indicators (CEARÁ, 2023).

Therefore, in the year marking the 35th anniversary of SUS and the 2nd anniversary of the "Cuidar Melhor" Program, the Scientific Journal of the School of Public Health of Ceará – "Cadernos ESP" – is honored to present a significant and diverse collection. This material, with a distinct "Ceará" touch, has been created by healthcare professionals, municipal managers, and researchers in Public Health. It offers reflections on advancements, challenges, as well as innovative practices in care and attention within the Family Health Strategy.

It is important to emphasize the numerous achievements of SUS in Ceará over these 35 years. The various texts in this special edition align with innovative initiatives in maternal and child health, health education, healthcare, and research for SUS, among other topics.

Moreover, it's worth noting that access to Primary Health Care (PHC) services, primary care in a longitudinal, universal, and equitable manner, is made possible through Family Health Teams (FHT), Primary Care Teams (PCT), Dental Health Teams (DHT), and other teams outlined in the National Primary Care Policy (PNAB).

As Paim (2018) highlights, SUS boasts a collaborative network encompassing educational and research institutions, state and municipal health departments, the Ministry of Health, among others. This network contributes to institutional sustainability, allowing individuals to acquire knowledge, skills, and values aligned with SUS principles and guidelines. Consequently, these individuals, in conjunction with healthcare institutions and services, contribute to achieving high levels of care and attention in PHC.

In conclusion, we hope that the manuscripts in this special edition contribute to documenting the trajectory of the "Cuidar Melhor" Program over these 2 years of implementation. May it serve as theoretical and innovative support for the care, attention, and ongoing education of professionals, workers, and municipal health managers in the State of Ceará.

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