Abstract

The study was focused on the identification of strategies of care focused on health promotion, used in the work of nurses in family health. It is a descriptive study in a qualitative approach performed in the health units in the city of Iguaba Grande, RJ, Brazil. As a result two categories emerged. The first one, ‘Tension in the area of the caregiver’ found that the work of professionals is guided in a permanent tension between the practice focused on the use of instruments from the biomedical model and actions to create a dialogical care. ‘Production of unique areas’ demonstrated that nurses value the unique needs of the health users. It is concluded that strategies of health promotion from the investigative experience incorporate elements of production of unique areas under tensions from the clinical model of attention, leading to a creative investment and creator of strategies in this setting of primary care.

Keywords

Family Health, Professional Practice, Nursing.