Abstract
The aim of this publication is to present a comparative analysis of the meaning of quality care in expert discourse for children and elderly people from a gender and rights perspective. The study of expert discourse allowed to recognize the presence of stereotypes, opinions, beliefs, values and practices guiding norms that influence social representations that people construct. The experts emphasize the importance of promoting social responsibility to care from a more equitable distribution between family, State and market and between men and women.

Keywords
Expert discourse, care, gender, public policy.