

The role of the Serbian national institute of public health network in the coordination of health promotion activities in the regions



TYPE	Implemented and ongoing program	LAST	September 2021	REPUBLIC OF SERBIA • NATIONAL
STATUS	Started 20 years ago - annual budget and evaluation	UPDATE		Health promotion and primary prevention

PROBLEM & OBJECTIVE

PROBLEM The Republic of Serbia needs health promotion activities to lead to better informed population on healthy lifestyles and prevention of risk factors for health.

OBJECTIVE To maintain and improve health of the population through healthy lifestyle promotion and risk factors prevention (<https://www.skriningsrbija.rs/>)

KEY COMPONENTS / STEPS

- The Institute of Public Health of Serbia coordinates the activities of 24 regional public health institutes, leading and supporting health promotion activities (planning, implementation, monitoring and evaluation).
- Training activities (health workers, general population – different target groups).
- Health promotion campaigns – commemorating important dates from the Calendar of Public Health including organization of public events.
- Preparation including design of health promotion materials and distribution.

KEY CONTEXTUAL FACTORS

- Health promotion activities are performed under the umbrella of different laws, strategic and policy documents adopted by the Government of the Republic of Serbia within the Health for All policy.
- The Network of public health institutes consists in 25 institutions – 24 regional public health institutes and the Institute of Public Health of Serbia which coordinates the activities.
- Activities are planned on annual level and approved by the Ministry of Health of Serbia.
- Identification of priority areas, challenges and planning the next steps.

MAIN IMPACTS / ADDED VALUE

- Increase information availability and visibility related to health risk factors and healthy lifestyle aimed at general population and also vulnerable groups.

LESSONS LEARNED

- Partnership and participation of different stakeholders in health promotion activities are of crucial for the outcome of planned activities.

CONTACT

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REFERENCES & DOCUMENTATION

- Reference to health awareness raising campaigns