



XXIV ASPHER ANNUAL CONFERENCE

**Real World Engagement:
Schools of Public Health and
Challenges of Public Health**

September 28 - October 1, 2002



Address by Professor **Andrija Stampar** delivered at the **First World Health Assembly** in Geneva on June 25th, 1948, when elected as its President

Medical science must adopt a positive rather than a defensive attitude. Great tasks await the World Health Organization in this field and its future success will largely depend on its ability to put ideas into practice. It is evident that the World Health Organization cannot be just a health administration placed above the national health administrations, but by an exchange of ideas, a correct attitude and by propagation of experience it can do very much in this respect...

Since their beginning, the European schools of public health have been closely engaged in solving the problems of the communities. During the early decades of the 20th century, the problems they were facing were mostly the issues of physical environment, and poor knowledge of citizens in preserving health. Today, the problems are not less frequent nor difficult but are of different type and quality.

Today, public health takes place within a context of international population migration that has direct impact on health and health care services. The issue of citizens rights and the overall NGO sector becomes a great part of everyday health care delivery and, therefore, is a topic of high importance for public health in the 21st century.

The 24th ASPHER Conference will try to address several questions. What mechanisms do exist to monitor and respond to global world changes? What impact will the European open borders have on health care services and citizens expectations? How should health professionals and policy makers respond? Responses to these issues take place at the global and regional level, and challenge citizens, academics and policy makers. This is a call for action and for changes.

How can SPHs contribute and get involved into the dynamics of postmodern real world? What is the new role of schools of public health in today's real world environment?

Major topics of the conference:

I ROLE AND EXPERIENCE OF SPH IN PRIMARY HEALTH CARE DEVELOPMENT

- *Role of SPH in GP development*
- *Environment protection as a tool in health promotion*
- *New challenges for health at work*
- *Future trends in primary health care development*

II ROLE OF SPH IN CIVIL SOCIETY DEVELOPMENT

- *Public health, human rights and health*
- *Public advocacy - SPHs as the advocates of those in need*
- *SPH as the bridge between health professionals, media experts and a general public*
- *NGO sector empowerment - SPH and NGO sector capacity building*

III ROLE OF SPH IN HEALTH POLICY DEVELOPMENT

- Evidence based health policy
 - Preventive health care policies
 - Health and market - challenges for health policy

IV KNOWLEDGE FOR HEALTH AND KNOWLEDGE ECONOMY

- *Communication as a determinant for health*
- *Multiprofessional training in public health and networking in Europe*
- *Challenges of the new technologies in public health education, information and communication (new teaching and assessment methods, distance learning, etc.)*

Program

Saturday, September 28, 2002

9.00-12.00 ASPHER Executive Board - restricted to ASPHER Executive Board

Venue: "A. Stampar" School of Public Health (Conference room)

12.00-13.00 Lunch

13.00- 15.00 ASPHER General Assembly – restricted to delegates of ASPHER member schools

Venue: "A. Stampar" School of Public Health (Room A)

15.00-15.30 Coffee break

15.30-17.30 ASPHER General Assembly – cont.

19.00-22.00 75th Anniversary of the "A. STAMPAR" SCHOOL OF PUBLIC HEALTH

Opening Ceremony of the 24th ASPHER Annual Conference

Stampar Award Ceremony

Andrew Haines: New Challenges for Public Health

Venue: Croatian National Theatre

Sunday, September 29, 2002

Venue: Opera Hotel (Crystal Ballroom)

9.00-10.30 ASPHER Annual Conference:

Official welcome

President's address

Sir Alexander Macara, 2002 Stampar Award Medalist

10.30-11.00 Coffee break

11.00-13.00 Biserka Belicza: *History of Schools of Public Health and "A. Stampar" SPH*

Jeffrey Levett: *History and Future of ASPHER*

Martin McKee: *Beyond Preaching to the Converted: The Opportunities and Challenges of Engaging with the Real World*

Andrzej Rys: *From SPH to National Health Policy*

PH-SEE Consortium Agreement Signing

13.00-14.30 Lunch

14.30-16.00 Communication session 1

(Crystal Ballroom)

Topic: SPH in development and future trends of general practice and primary health care

Chair: **Viviane van Casteren**

Mladenka Vrcic-Keglevic

Presenters: L. Epstein, H. Kreuter,
R.I. Azimov, M. Nazaretyan,
M.A. Royo-Bordonada,
Z. Voko, U. Sahin

ASPHER Workshop 1

(Maksimir Hall)

OSI-ASPHER Program (Stream 1)

Chair: **Roza Adany**

Slavica Singer

<p>16.00-16.30 <i>Coffee break</i></p> <p>16.30-18.00 Communication session 2 <i>(Crystal Ballroom)</i> Topic: Environmental protection as a tool for health promotion Chair: Soren Kjaergaard Ksenija Vitale Presenters: M. Marjanovic-Rajcic, A. Senta, <i>VIDEO</i></p>	<p>ASPHER Workshop 1 cont. <i>(Maksimir Hall)</i> OSI-ASPHER Program Stream 2) Chair: Roza Adany Slavica Singer</p>
<p>Monday, September 30, 2002 <i>Venue: Opera Hotel (Crystal Ballroom)</i></p>	
<p>9.00-9.20 Agis Tsouros: Role of SPH in civil society development</p> <p>9.20-9.40 Slobodan Lang: Public Health, War and Peace</p> <p>9.40-11.00 Communication session 3 <i>(Crystal Ballroom)</i> Topic: Schools of Public Health, human rights, war and peace Chair: Gudjon Magnusson Onder Ozkalipci Slobodan Lang Presenters: M. Cale Mratovic, U. Laaser, O. Ozkalipci</p>	<p>ASPHER Workshop 2 <i>(Maksimir Hall)</i> Accreditation Chair: Jacek Sitko Mara Dominis Zdravko Lackovic</p>
<p>11.00-11.30 <i>Coffee break</i></p> <p>11.30-13.00 Communication session 4 <i>(Crystal Ballroom)</i> Topic: SPH and Civil Society development Chair: Milka Donchin Aislinn O'Dwyer Selma Sogoric Presenters: A. Bevilacqua, M. Donchin, K. Kosa, S. Sogoric</p>	<p>ASPHER Workshop 3 <i>(Maksimir Hall)</i> PEER Chair: Joanna Meulmeester Hrvoje Tiljak</p>
<p>13.00-14.30 <i>Lunch</i></p>	
<p>14.30-15.00 Evelyne de Leeuw: Role of SPH in health policy development</p> <p>15.00-16.30 Communication session 5 <i>(Crystal Ballroom)</i> Topic: Evidence based health policy Chair: Zoltan Voko Evelyne de Leeuw Ognjen Brborovic Presenters: A. Dzakula, P. Frazzica, R. Kalediene, S.J. Sitko</p>	<p>ASPHER Workshop 4 <i>(Maksimir Hall)</i> I-JPHE Chair: Andreas Geiger Ana Marusic</p>

Program

16.30-17.00 *Coffee break*

17.00-18.30 **Communication session 6**
(*Crystal Ballroom*)
Topic: Health and market
Chair: **Charles Normand**
Miro Mastilica
Presenters: S.K. Nayak, M. Mastilica,
V. Rusnakova

Workshop 5
(*Maksimir Hall*)
SPH as the bridge between
health professionals, media
experts and a general public
Chair: **Jose Martin-Moreno**
Tea Vukusic Rukavina

20.00 *Conference Dinner*

Tuesday, October 1, 2002

Venue: Opera Hotel (Crystal Ballroom)

9.00-9.30 **Zelimir Jaksic: Knowledge and health: new technologies in Public Health education**

9.30-10.00 **Ulrich Laaser: Multiprofessional training in PH and networking in Europe**

10.00-11.30 **Communication session 7**
(*Crystal Ballroom*)
Topic: Communication as
a determinant of health
Chair: **Karolina Kosa**
Gordana Pavlekovic
Presenters: J-F. Arditi and A. Cybart,
P. Frazzica, F. Jorgensen,
B. Lindstrom, G. Pavlekovic,
M.J. Wysocki

Workshop 6
(*Maksimir Hall*)
Networking in PH postgraduate
education in South Eastern
Europe
Chair: **Jeffrey Levett**
Luka Kovacic

Communication session 8

(*Jelenovac Hall*)

Topic: Challenges of the new
technologies in public health
education, information and
communication (new teaching
and assessment methods,
distance learning technologies)

Chair: **Anders Foldspang**
Zelimir Jaksic

Presenters: R.I. Azimov, D. Chrominska-Szosland,
S. Popova, U. Sahin, L. Sumskas,
G. Vuletic

11.30-12.00 *Coffee break*

12.00-12.30 **Closing Ceremony**

HISTORY AND SETTINGS OF THE “A. STAMPAR” SCHOOL OF PUBLIC HEALTH

The “A. Stampar” School of Public Health is a part of the Medical School, University of Zagreb. In 2002, this unique institution both in the past and the present of Croatia will celebrate 75 years of continuous efforts in the field of public health, oriented towards research, education and implementation of developed strategies in hygienic and public health policies. In the changing and sometimes extremely turbulent times of the Croatian history, the “A. Stampar” School of Public Health managed to remain the most important actor in public health issues.

The School was founded in 1926 by a group of outstanding public health workers led by Dr A. Stampar (1888-1958), a physician, a social and hygiene medicine expert, and a public health organizer. The School's main efforts during the first period were concentrated on the extensive field work on the investigation of the environmental health condition and on organization of health campaigns, such as health education, endemic disease control (malaria), rural sanitation. Later, the School became actively involved in many international projects, such as education for management, consultancy, cooperation with the WHO, Rockefeller Foundation and others, and became actively engaged in the formation of postgraduate education for all profiles of professionals in primary health care (one of the first vocational training courses in the world for GPs and school medicine specialists). It started slowly to transform from a popular public health institution into more scientifically oriented public health teaching facility.

Now, at the beginning of the new millennium, the “A. Stampar” School of Public Health is taking on new challenges. The School has also become a leading partner in national and international projects. These projects will enable the “A. Stampar” School of Public Health to become the leader in public health education for the region of Southeastern Europe.

The 20th century was the century of public health issues. Today, when we are looking back to the past and embrace the new challenges in public health, the “A. Stampar” School of Public Health stands out as a memento of that period, the century that brought back great achievements in vaccination efforts and control of infectious diseases, food and water supply safety, improvements in workplace conditions, family planning and brought to our attention the issues related to heart disease, stroke and tobacco use.

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Luka Kovacic, chairman
Ognjen Brborovic, vice chairman
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