

1st Conference of the Deans and
Directors of the Schools and
Institutes of PH and the
Representatives of the National PH
Associations in SEE

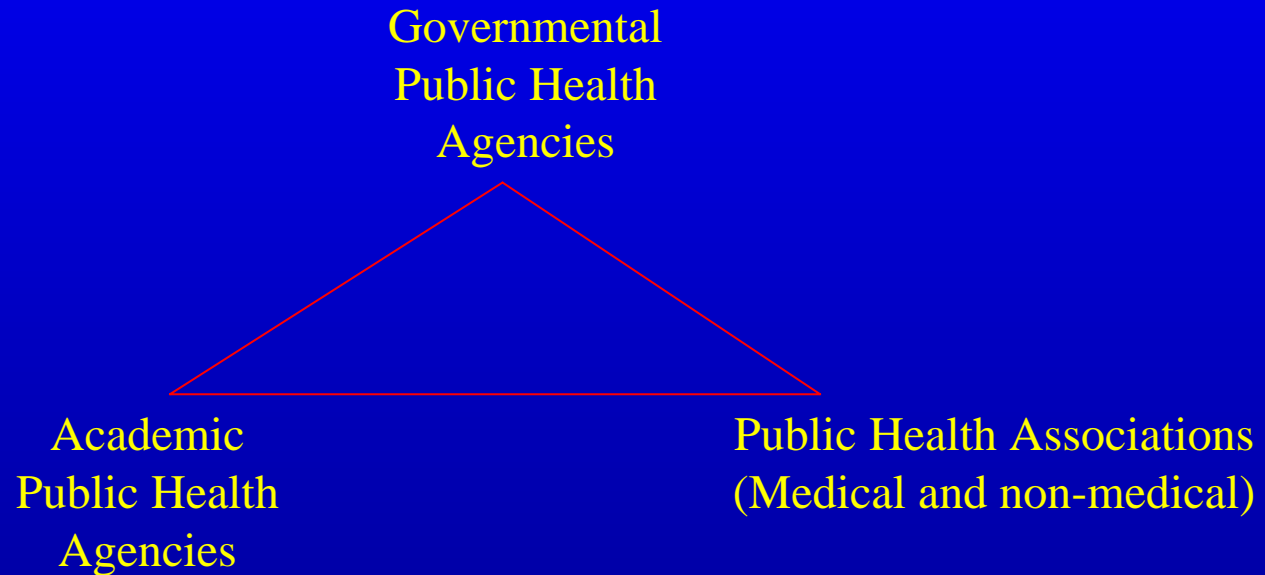
November 30 – December 2 2006, Dresden
**The Professionalisation of PH in SEE: The
Presence and the Future**

The future of Public Health in SEE

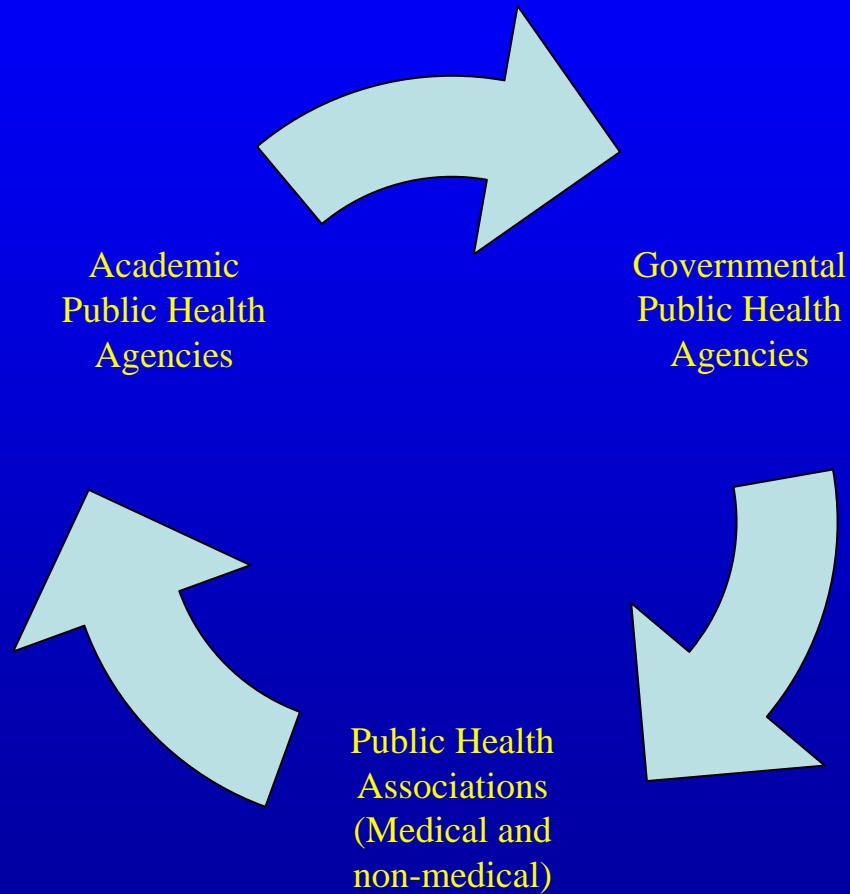
- Systematisation - a systems approach to defining the role and scope of Public Health
 - Integration & differentiation
- Standardisation - Performance measurement as the basis for Infra-Structure
- Institutionalisation - Institutes of Public Health as basis for the Public Health Services - part of the Infra-Structure

The key players in Public Health

- The modern epidemiological triangle



Or maybe?



So we have a model - now what?

- Power in Numbers - more schools (accredited), more students, more public health practitioners, more advocates for public health
- Community mobilisation
- Media exposure
- Professionalisation
- Evidence based

The Ethics of Public Health

Final Discussion

Why a special Ethics system?

- Other existing ethical systems
- Public Health and politics - the “public health” bias / trap
- Ethical relativism

Ethics and the different aspects of the public health field of practice - I

- Using the language of Public Health and not politics
- Prevention - how does that reflect in ethics? Little harm for greater good
- Research in Public Health - what are the different ethical considerations vis-à-vis other medical research

Ethics and the different aspects of the public health field of practice - II

- Poverty = Low health status
- What is the good samaritan equivalent in public health?
- Focus on health, focus on public
- Changing the system - what is the system?

CONCLUSIONS

For the first time were put together the Deans and Directors of the SPHs and IPHs and the representatives of the national APHs of the PH-SEE Network (PH-SEE) countries and the representatives from EUPHA and ASPHER. The highlights are as follows:

The Past - I

- The international collaboration in the field of PH in the SEE region improved substantially since the PH-SEE, the open arena set to enhance the quality of training and research for the PH practice, was established;
- The exchange of ideas and models how to improve PH position in the countries increased and it was done a lot in the period 2001-2006, including involvement of PH specialists in policy making and strategy development;
- Unfortunately in many of the PH-SEE countries who are more or less all facing with the problems of transition, the population health status deteriorated since the economic situation worsened and some good practices from the past were abandoned;

The Past - II

- This situation is strengthened by the health reforms in the PH-SEE countries which are mainly focused on financing (the curative part of health care);
- Also in many PH-SEE countries are facing with the problem of non-recognition of the importance of the PH professionals;
- Nevertheless the new concept of PH was accepted in PH-SEE countries and the training of PH specialists/experts was reoriented to this concept;

The Past - III

- Several SPHs were established in the period 2001-2006 e.g. in Macedonia and Serbia, and in many other countries the process of establishing them is going on;
- In the field of PH practice a lot of health promotion programmes and programmes for vulnerable groups were introduced;

The Future - I

- In the future training of PH specialists should be even more vivid and communication skills should be offered to young PH specialists;
- Also more emphasis should be put on training of PH topics in other (nonmedical) professions since PH is interdisciplinary field;
- At the same time its demedicalization should be avoided;
- PH specialists/experts need to become more provocative;

The Future - II

- The intersectoral co-operation should be strengthened;
- The policies should be made on the basis of evidence and the PH professionals should strengthen their efforts to improve the situation in this field of PH;
- Also the community participation should be strengthened;
- PH should be present in the community and the community should know what PH is doing;

The Future - III

- For this reason the PH professionals should be taught how to translate the figures into the stories, plays, films, understandable to public (and decision makers);
- Social marketing should become the way how to »sell« PH and for this reason the idea of »PH brand« was introduced;