

CHALLENGES TO THE FUTURE DEVELOPMENT OF HEALTH AND HEALTH SYSTEMS - FROM LOCAL TO GLOBAL - OPPORTUNITIES FOR PUBLIC HEALTH

Tit Albreht

National Institute of Public Health Slovenia and University of Ljubljana, Faculty of Medicine, Ljubljana, Slovenia

DOI: 10.5937/BatutPHCO24003A

Rapid changes in the development of societies further complicate already existing challenges, such as demographic and epidemiological transition. We are faced with an increasing degree of individualization and the development of particular and private interests, but also with movements that deny certain achievements of medicine and healthcare. Classical and mass approaches are therefore quite limited in their possibilities and in their reach. The largest number of such challenges (and some earlier ones) surfaced during the covid-19 pandemic. We saw a lot of mistakes in communication, especially with the healthy part of the population, which were then reflected in the resistance to the measures that were proposed with the aim of suppressing the spread of the virus. Interventions in the field of lifestyle and environmental protection represent a more recent challenge.

Possibilities and opportunities for public health

The experience of public health as a whole in the last and the beginning of this century is certainly positive and with significant achievements. But in order to be able to continue with successful work, it is necessary to strengthen some of our areas of work.

1. Work in the local community - this is not only about the promotion of preventive programs in the local community, but above all about work for the development of health and primarily with the healthy
2. Coordination of preventive activities and interventions in the field of lifestyle and environment - the link between national and global priorities
3. Development of communication skills in public health
4. Cross-level and interdisciplinary cooperation in the health system
5. Innovative activities with young people